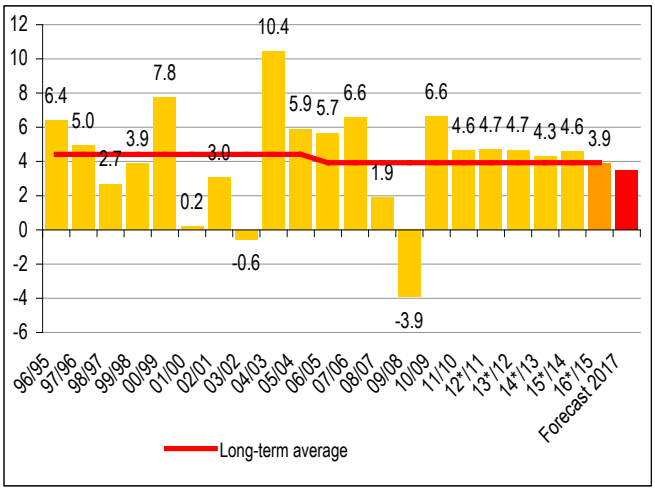
UNWTO World Tourism Barometer
Volume 15 • Advance Release January 2017

Sustained growth in international tourism despite challenges

Demand for international tourism remained robust in 2016 despite challenges. International tourist arrivals grew by 3.9% to reach a total of 1,235 million, according to the data analysed in this issue of the *UNWTO World Tourism Barometer*. Some 46 million more tourists (overnight visitors) travelled internationally last year compared to 2015.

2016 was the seventh consecutive year of sustained growth following the 2009 global economic and financial crisis. A comparable sequence of uninterrupted solid growth has not been recorded since the 1960s. As a result, 300 million more international tourists travelled the world in 2016 as compared to the pre-crisis record in 2008. International tourism receipts grew at a similar pace in this period (complete 2016 receipts results will be reported in May).

International Tourist Arrivals, World (% change)

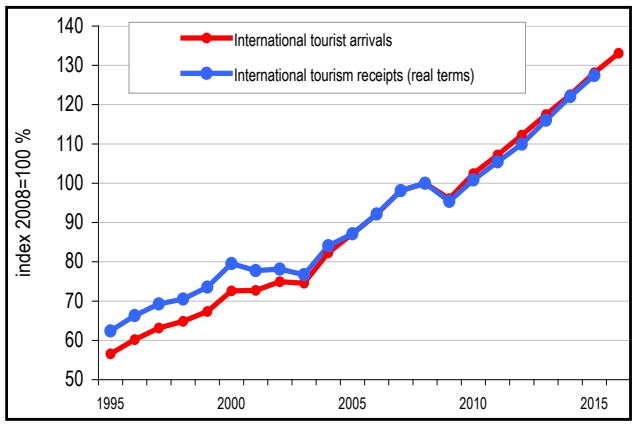


Source: World Tourism Organization (UNWTO) ©

"Tourism has shown extraordinary strength and resilience in recent years, despite many challenges, particularly those related to safety and security. Yet, international travel continues to grow strongly and contribute to job creation and the wellbeing of communities around the world", said UNWTO Secretary-General Taleb Rifai.

By region, Asia and the Pacific (+8%) led growth in international tourist arrivals in 2016, fuelled by strong demand from both intra- and interregional source markets. Africa (+8%) enjoyed a strong rebound after two weaker years. In the Americas (+4%) the positive momentum continued. Europe (+2%) showed rather mixed results, with double-digit growth in some destinations offset by decreases in others. Demand in the Middle East (-4%) was also uneven, with positive results in some destinations, but declines in others. [to be continued on page 3]

Inbound Tourism 1995-2016*



Source: World Tourism Organization (UNWTO) ©

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This Advance Release and the accompanying Statistical Annex of the UNWTO World Tourism Barometer present preliminary full year results for international tourism in 2016 based on data for international overnight visitors reported by destinations around the world. In addition, this issue includes an outlook for 2017 based on current trends and the assessment by the UNWTO Panel of Tourism Experts. Furthermore, it presents air transport trends based on ICAO and IATA as well as an overview of booking trends for the first four months of 2016 based on business intelligence tool Forwardkeys. Finally, this issue includes an update on the economic environment based on UN/DESA's World Economic Situation and Prospects 2017 (WESP).

This release is available only in electronic format. The full document can be downloaded free of charge for members and subscribed institutions through the UNWTO elibrary at www.e-unwto.org/toc/wtobarometereng/current. The release is available in English only, while the Statistical Annex is provided in four languages through the UNWTO elibrary at:
English version: www.e-unwto.org/content/w83v37
French version: www.e-unwto.org/content/t73863
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The *UNWTO World Tourism Barometer* is a publication of the World Tourism Organization (UNWTO). By monitoring short-term tourism trends on a regular basis, UNWTO aims to provide all those involved, directly or indirectly, in tourism with adequate up-to-date statistics and analysis in a timely fashion.

The *UNWTO World Tourism Barometer* is periodically updated. Issues contain as regular sections: an overview of short-term tourism data from destinations, generating countries and air transport; the results of the latest survey among the UNWTO Panel of Tourism Experts, providing an evaluation of and prospects for short-term tourism performance; and selected economic data relevant for tourism. The objective for future editions of the *UNWTO World Tourism Barometer* will be to broaden its scope and improve coverage gradually over time.

The *UNWTO World Tourism Barometer* is prepared by UNWTO's Tourism Market Trends Programme. The UNWTO Secretariat wishes to express its sincere gratitude to all those who have participated in the elaboration of the *UNWTO World Tourism Barometer*, in particular all institutions that supplied data, and to the members of the UNWTO Panel of Tourism Experts for their valuable contribution.

For more information on the *UNWTO World Tourism Barometer*, including copies of previous issues, please refer to the Facts & Figures section on the UNWTO website at mkt.unwto.org.

We welcome your comments and suggestions at barom@unwto.org, tel.: +34 915678198 / fax: +34 915678217.

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The World Tourism Organization (UNWTO) is the United Nations specialized agency mandated with the promotion of responsible, sustainable and universally accessible tourism.

UNWTO's membership includes 157 countries, 6 Associate Members, two Permanent Observers, and over 500 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.

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Data collection for this issue was closed mid January 2017.

The next issue of the UNWTO World Tourism Barometer with more comprehensive results by country is scheduled for beginning of March on the occasion of the German tourism fair ITB Berlin (8-12 March 2017).

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[Continuation from page 1]

Recalling that 2017 has been designated by the United Nations the International Year of Sustainable Tourism for Development, Mr. Rifai said "we need to work closer together to harness the contribution of tourism to economic growth, social inclusion, cultural and environmental preservation and mutual understanding, particularly when we live in times with such a deficit of respect and tolerance".

Experts remain optimistic about 2017

The latest survey of UNWTO's Panel of Experts shows continued confidence in 2017, with the large majority (63%) of the some 300 respondents expecting 'better' or 'much better' results than in 2016. The Panel score for 2017 virtually equals that of 2016, so growth is expected to be maintained at a similar level.

Based on current trends, the outlook of the UNWTO Panel of Experts and economic prospects, UNWTO projects international tourist arrivals worldwide to grow at a rate of 3% to 4% in 2017. Europe is expected to grow at 2% to 3%, Asia and the Pacific and Africa both at 5% to 6%, the Americas at 4% to 5% and the Middle East at 2% to 5%, given the higher volatility in the region.

2016 Regional Results

Results in Europe were rather mixed with a number of destinations affected by safety and security challenges. International arrivals reached 620 million in 2016, or 12 million (+2%) more than in 2015. Northern Europe (+6%) and Central Europe (+4%) both recorded sound results, while in Southern Mediterranean Europe arrivals grew by 1% and in Western Europe results were flat.

Asia and the Pacific (+8%) led growth across regions in both relative and absolute terms, recording 24 million more international tourist arrivals in 2016 to total 303 million. Growth was strong in all four subregions, with Oceania receiving 10% more arrivals, South Asia 9% more and North-East Asia and South-East Asia both 8% more.

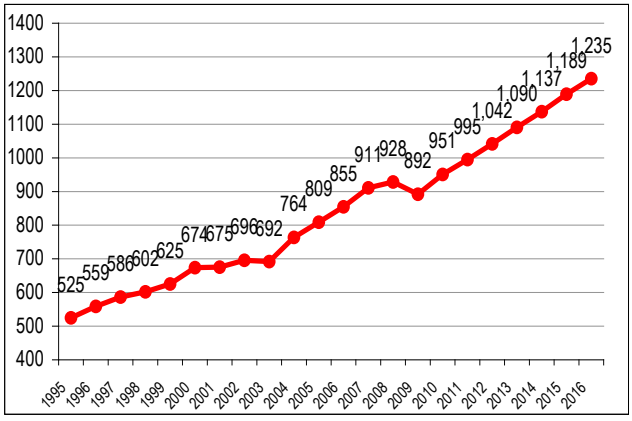
International tourist arrivals in the Americas (+4%) increased by 8 million to reach 201 million, consolidating the solid results recorded in the last two years. Growth was somewhat stronger in South America and Central America (both +6%), while the Caribbean and North America recorded around 4% more arrivals.

Available data for Africa points to an 8% rebound in international arrivals in 2016 after two troubled years, adding 4 million arrivals to reach 58 million. Sub-Saharan Africa (+11%) led growth, while a gradual recovery started in North Africa (+3%).

The Middle East received 54 million international tourist arrivals in 2016. Arrivals decreased an estimated 4% with mixed results among the region's destinations. Results for both Africa and the Middle East should be read with caution as they are based on limited available data.

World: Inbound Tourism

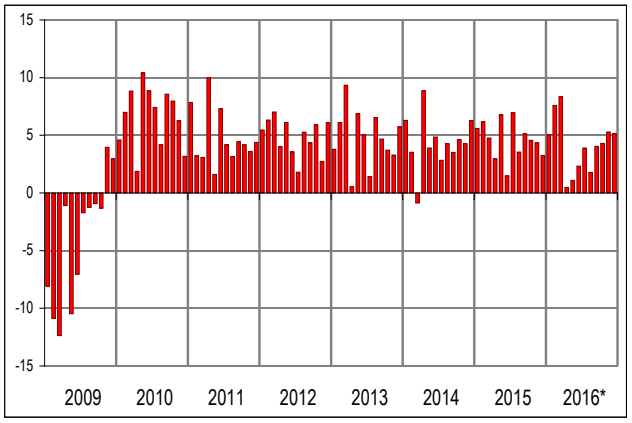
International Tourist Arrivals (million)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

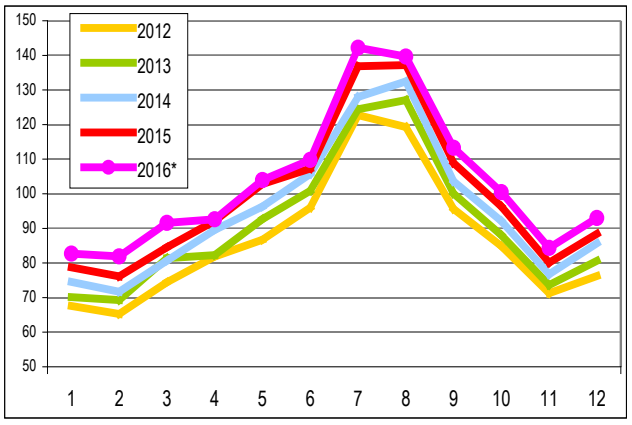
World (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

World (million)



Source: World Tourism Organization (UNWTO) ©

Note: All results in this release are based on preliminary data as reported by the various destinations around the world, and UNWTO estimates of still-missing data. UNWTO will continue to collect data and will present more comprehensive data by country in the March issue of the UNWTO World Tourism Barometer.

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2017 International Year of Sustainable Tourism for Development

The United Nations 70th General Assembly has designated 2017 as the International Year of Sustainable Tourism for Development (www.un.org/en/ga/search/view_doc.asp?symbol=A/RES/70/193).

This is a unique opportunity to raise awareness of the contribution of sustainable tourism to development among public and private sector decision-makers and the public, while mobilizing all stakeholders to work together in making tourism a catalyst for positive change.

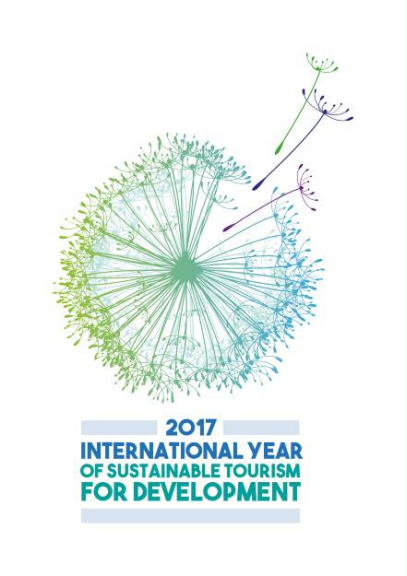
In the context of the universal 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs), the International Year aims to support a change in policies, business practices and consumer behavior towards a more sustainable tourism sector than can contribute to the SDGs.

The #IY2017 will promote tourism's role in the following five key areas:

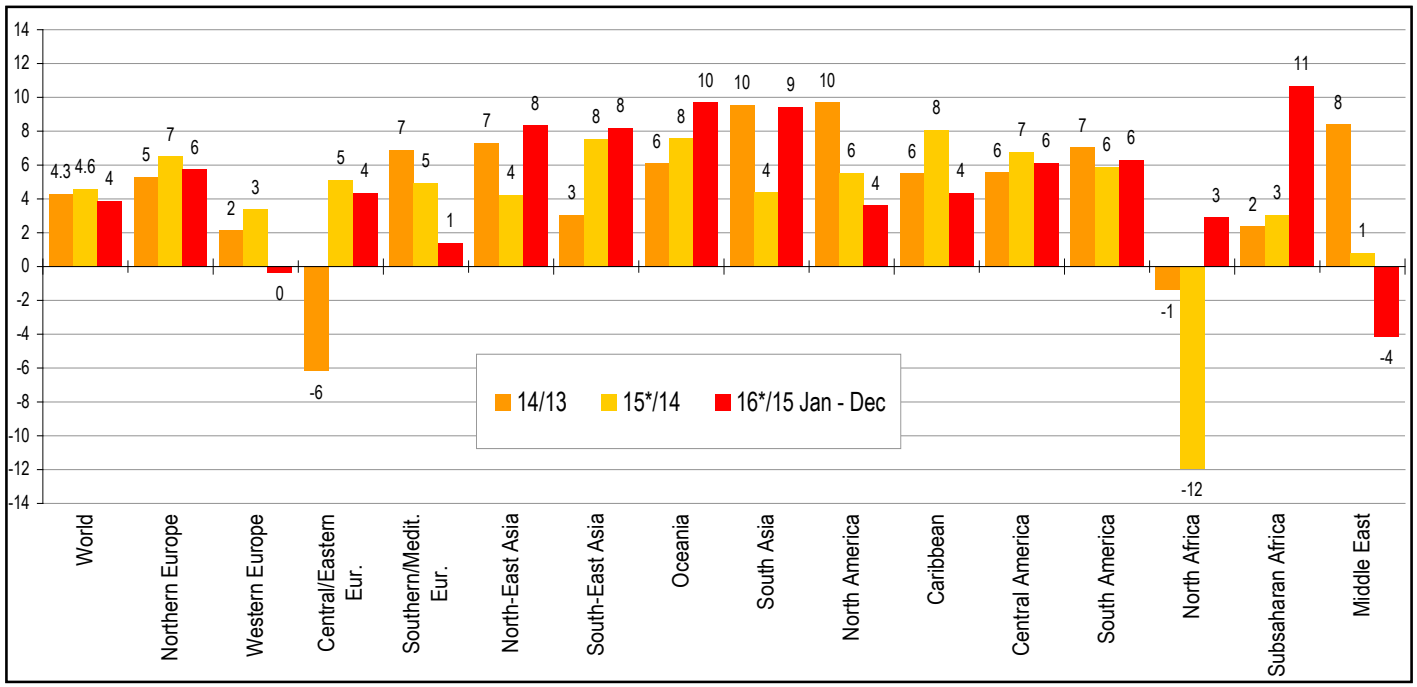
(1) Inclusive and sustainable economic growth
(2) Social inclusiveness, employment and poverty reduction
(3) Resource efficiency, environmental protection and climate change
(4) Cultural values, diversity and heritage
(5) Mutual understanding, peace and security.

The World Tourism Organization (UNWTO), the United Nations Specialized Agency for Tourism, has been mandated to facilitate the organization and implementation of the International Year, in collaboration with governments, relevant organizations of the United Nations system, international and regional organizations and other relevant stakeholders.

For more information and to join the celebrations of the International Year of Sustainable Tourism for Development, please visit:
tourism4development2017.org



International Tourist Arrivals (% change over same period of the previous year)



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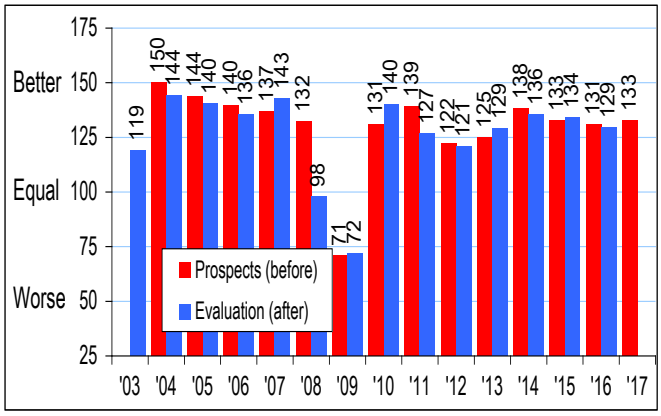
UNWTO Panel of Tourism Experts: World



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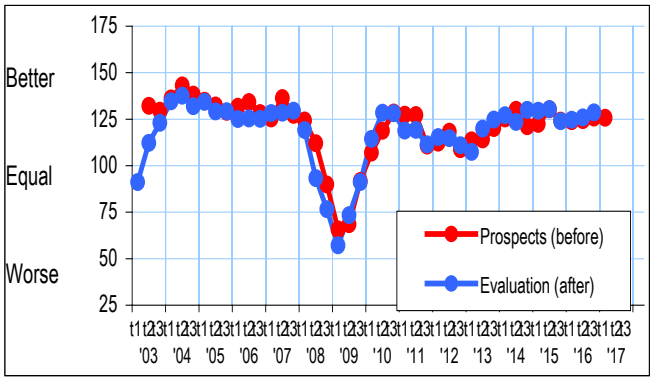
UNWTO Panel of Tourism Experts



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals by (Sub)region

	Full year						Share	Change		Monthly/quarterly data series (percentage change over same period of the previous year)										2015*			
	2000	2005	2010	2014	2015	2016*	2016*	15/14	16*/15	Q1	Q2	Q3	Q4	Jul	Aug	Sep	Oct	Nov	Dec	Q1	Q2	Q3	Q4
						(million)	(%)		(%)														
World	**674**	**809**	**951**	**1,137**	**1,189**	**1,235**	**100**	**4.6**	**3.9**	**7.0**	**1.3**	**3.2**	**4.9**	**3.9**	**1.8**	**4.0**	**4.3**	**5.3**	**5.1**	**5.5**	**3.7**	**5.2**	**4.1**
Advanced economies[1]	*424*	*470*	*516*	*622*	*653*	*685*	*55.4*	*5.0*	*4.9*	*8.2*	*2.9*	*4.5*	*5.2*	*5.4*	*2.4*	*6.0*	*5.1*	*5.8*	*4.8*	*5.0*	*5.2*	*5.0*	*5.5*
Emerging economies[1]	*250*	*339*	*434*	*515*	*536*	*550*	*44.6*	*4.1*	*2.6*	*5.9*	*-0.7*	*1.2*	*4.5*	*1.5*	*0.8*	*1.4*	*3.2*	*4.8*	*5.4*	*5.9*	*1.7*	*5.5*	*2.5*
By UNWTO regions:																							
Europe	*386.6*	*453.2*	*489.4*	*580.2*	*607.5*	*619.7*	*50.2*	*4.7*	*2.0*	*6.8*	*-0.2*	*1.0*	*3.1*	*1.5*	*-0.8*	*2.6*	*2.6*	*3.9*	*3.2*	*6.0*	*4.7*	*5.7*	*3.8*
Northern Europe	44.8	59.9	62.8	70.8	75.4	79.7	6.5	6.5	5.7	10.4	3.7	6.6	3.3	6.4	7.2	5.8	1.3	4.8	4.3	4.8	5.7	8.1	10.6
Western Europe	139.7	141.7	154.4	174.4	180.3	179.6	14.5	3.4	-0.4	5.7	-3.6	-2.4	2.7	-1.1	-5.4	0.2	2.4	2.6	3.1	4.4	4.1	5.3	-0.5
Central/Eastern Eur.	69.6	95.3	98.9	120.2	126.4	131.8	10.7	5.1	4.3	6.7	4.2	3.9	3.1	4.8	3.3	3.5	3.5	3.0	2.8	8.2	5.2	7.6	4.0
Southern/Medit. Eur.	132.6	156.4	173.3	214.8	225.5	228.6	18.5	4.9	1.4	6.4	-1.1	0.5	3.5	0.5	-1.3	3.0	2.7	5.2	3.3	6.3	4.5	4.6	4.9
- of which EU-28	330.5	367.9	384.3	454.1	478.2	499.0	40.4	5.3	4.4	8.7	2.5	3.6	5.0	4.3	1.5	5.4	4.9	5.3	4.6	5.7	6.0	5.8	5.0
Asia and the Pacific	*110.4*	*154.0*	*205.5*	*264.4*	*279.3*	*302.9*	*24.5*	*5.6*	*8.4*	*9.4*	*8.2*	*10.0*	*6.4*	*14.0*	*7.9*	*8.0*	*6.7*	*6.1*	*6.4*	*4.2*	*4.9*	*5.4*	*6.2*
North-East Asia	58.3	85.9	111.5	136.3	142.1	153.9	12.5	4.3	8.3	8.9	8.6	10.3	5.8	16.7	6.9	7.8	6.0	5.9	5.6	4.5	4.6	1.6	6.4
South-East Asia	36.3	49.0	70.5	97.3	104.7	113.3	9.2	7.5	8.3	9.9	7.9	9.2	5.9	10.7	8.9	7.8	6.6	5.1	6.1	4.1	6.8	9.8	5.2
Oceania	9.6	10.9	11.4	13.3	14.3	15.6	1.3	7.6	9.7	10.2	9.4	10.9	8.4	12.0	9.8	10.8	9.5	7.7	8.2	8.6	5.8	6.7	8.5
South Asia	6.1	8.2	12.1	17.5	18.3	20.0	1.6	4.4	9.4	9.3	5.5	10.8	11.4	13.6	9.7	9.3	11.0	11.4	11.8	-0.7	-3.4	12.8	8.0
Americas	*128.2*	*133.3*	*150.1*	*181.9*	*192.7*	*200.9*	*16.3*	*6.0*	*4.3*	*6.5*	*0.3*	*4.8*	*5.4*	*4.2*	*4.5*	*6.0*	*6.9*	*4.7*	*4.8*	*8.0*	*4.6*	*5.2*	*6.2*
North America	91.5	89.9	99.5	120.9	127.6	132.2	10.7	5.5	3.6	4.9	-0.2	4.4	5.5	3.5	3.9	6.3	7.6	4.5	4.4	5.2	5.9	5.3	5.7
Caribbean	17.1	18.8	19.5	22.3	24.1	25.1	2.0	8.1	4.3	6.3	2.2	5.0	3.7	6.0	2.9	6.4	2.5	3.7	4.4	7.6	7.2	8.5	7.6
Central America	4.3	6.3	7.8	9.6	10.2	10.9	0.9	6.8	6.1	8.8	3.1	5.5	6.7	9.9	3.8	1.5	10.7	4.9	5.6	6.0	5.5	7.7	8.0
South America	15.3	18.3	23.2	29.1	30.8	32.7	2.7	5.9	6.3	10.4	0.3	6.4	6.1	4.4	9.3	5.8	5.8	6.0	6.4	17.9	-4.0	1.5	6.5
Africa	*26.2*	*34.8*	*50.4*	*55.2*	*53.8*	*58.2*	*4.7*	*-2.5*	*8.1*	*7.9*	*0.9*	*11.1*	*11.3*	*12.3*	*11.1*	*9.5*	*11.3*	*11.1*	*11.5*	*-4.6*	*-7.5*	*-5.3*	*-1.8*
North Africa	10.2	13.9	19.7	20.4	18.0	18.5	1.5	-12.0	3.0	-6.0	-9.7	12.1	10.9	14.2	11.7	9.1	9.0	10.1	13.4	-9.2	-14.4	-12.7	-10.2
Subsaharan Africa	16.0	20.9	30.7	34.8	35.8	39.6	3.2	3.0	10.7	13.8	6.9	10.3	11.5	10.6	10.7	9.7	12.3	11.5	10.7	-2.6	-3.1	0.7	2.1
Middle East	*22.4*	*33.7*	*55.4*	*55.4*	*55.9*	*53.6*	*4.3*	*0.8*	*-4.1*	*-1.1*	*-9.6*	*-8.4*	*3.5*	*-14.9*	*-5.5*	*-5.5*	*-6.6*	*9.8*	*7.0*	*9.9*	*-4.8*	*7.6*	*-6.7*

Source: World Tourism Organization (UNWTO) © (Data as collected by UNWTO January 2017)

[1] Classification based on the International Monetary Fund (IMF), see the Statistical Annex of the IMF World Economic Outlook of April 2016, page 146, at www.imf.org/external/ns/cs.aspx?id=29.

See box at page 'Annex-1' for explanation of abbreviations and signs used

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Outlook for International Tourist Arrivals

	2008	2009	2010	2011	2012	2013	2014	2015	2016*	average a year	projection 2017* (issued January)
									Jan.-Dec.	2005-2015	between
World	**1.9%**	**-3.9%**	**6.6%**	**4.6%**	**4.7%**	**4.7%**	**4.3%**	**4.6%**	**3.9%**	**3.9%**	**+3% and +4%**
Europe	0.3%	-5.1%	3.1%	6.4%	3.9%	4.8%	2.3%	4.7%	2.0%	3.0%	+2% and +3%
Asia and the Pacific	1.1%	-1.6%	13.2%	6.2%	7.1%	6.9%	5.8%	5.6%	8.4%	6.1%	+5% and +6%
Americas	2.7%	-4.9%	6.4%	3.7%	4.5%	3.0%	8.5%	6.0%	4.3%	3.8%	+4% and +5%
Africa	2.9%	4.5%	9.3%	-0.7%	4.5%	4.5%	0.9%	-2.5%	8.1%	4.5%	+5% and +6%
Middle East	20.0%	-5.4%	14.6%	-9.3%	3.2%	-1.5%	8.4%	0.8%	-4.1%	5.2%	+2% and +5%

Source: World Tourism Organization (UNWTO) © (Data as collected by UNWTO January 2017)

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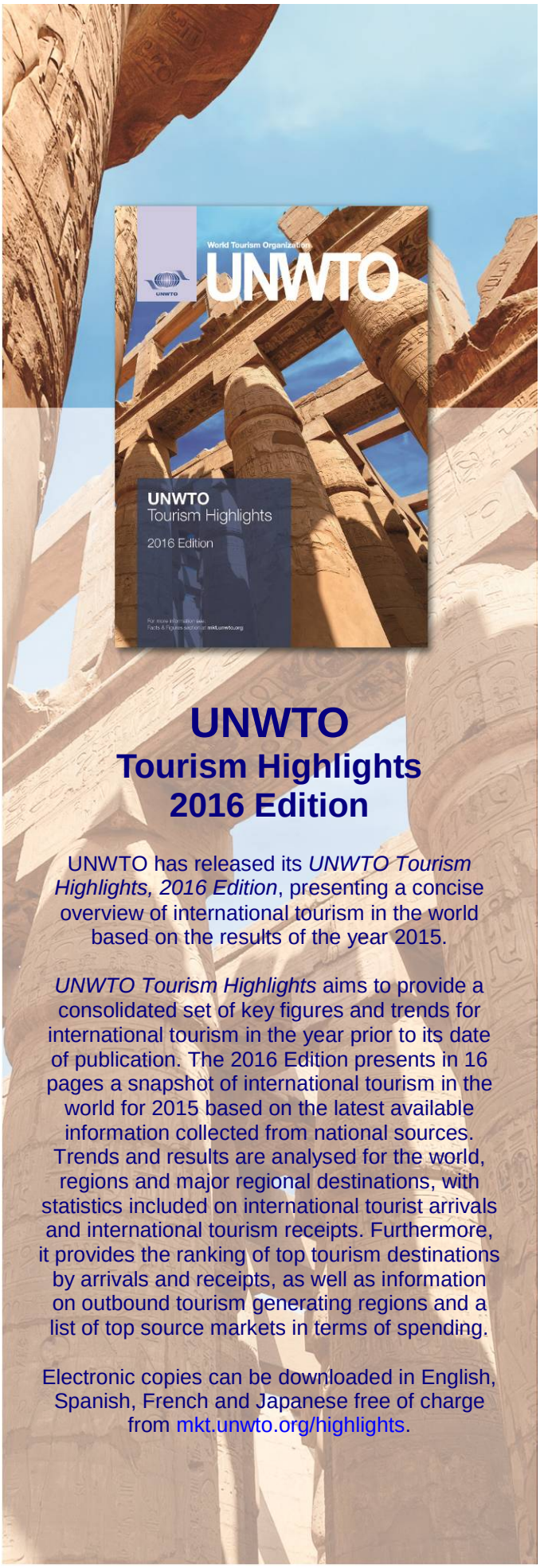

UNWTO Tourism Highlights 2016 Edition

UNWTO has released its *UNWTO Tourism Highlights, 2016 Edition*, presenting a concise overview of international tourism in the world based on the results of the year 2015.

UNWTO Tourism Highlights aims to provide a consolidated set of key figures and trends for international tourism in the year prior to its date of publication. The 2016 Edition presents in 16 pages a snapshot of international tourism in the world for 2015 based on the latest available information collected from national sources. Trends and results are analysed for the world, regions and major regional destinations, with statistics included on international tourist arrivals and international tourism receipts. Furthermore, it provides the ranking of top tourism destinations by arrivals and receipts, as well as information on outbound tourism generating regions and a list of top source markets in terms of spending.

Electronic copies can be downloaded in English, Spanish, French and Japanese free of charge from mkt.unwto.org/highlights.

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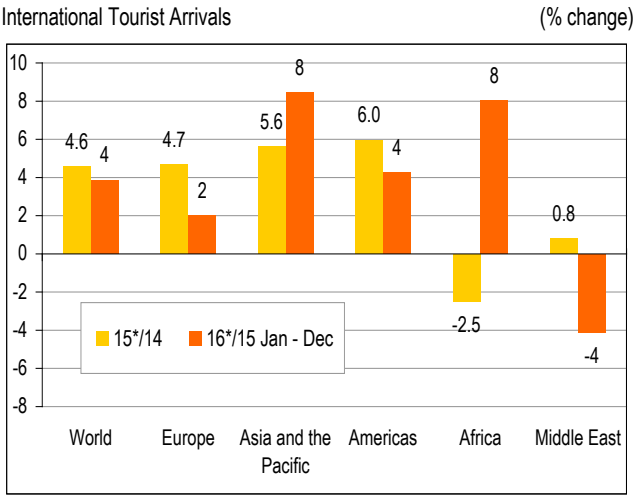
Inbound tourism: short-term trends 2016

Seventh year of sustained growth for international tourism

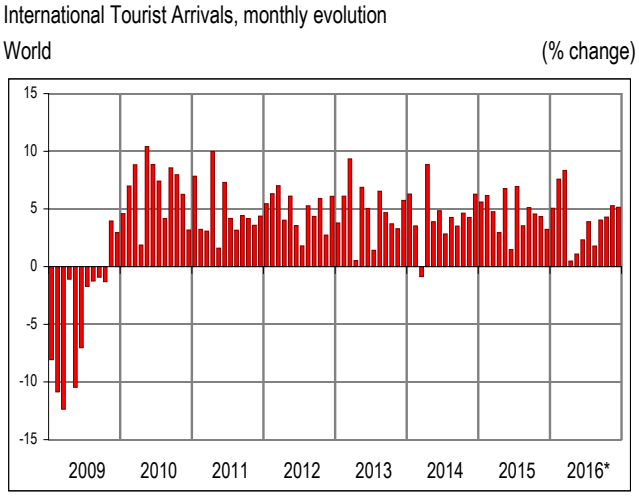
Based on data reported so far by destinations around the world it is estimated that international tourist arrivals (overnight visitors) worldwide grew 3.9% in 2016 compared to 2015. Growth has been somewhat slower than in 2015 (+4.6%), but in line with UNWTO's projection for 2016 made at the beginning of last year.

2016 marked the seventh consecutive year of sustained growth for international tourist arrivals following the 2009 global economic and financial crisis. International tourism receipts grew at a similar pace in this period (complete 2016 receipts results will be reported in May). A comparable sequence of uninterrupted solid growth has not been recorded since the 1960s.

- A total of 150 countries and territories have so far reported data on international tourist arrivals (overnight visitors) for at least three and up to twelve months of the period January through December 2016 (out of 220). Of these, 121 countries (81%) have reported an increase in tourist arrivals, with 51 (34%) reporting double-digit growth, while 29 countries (19%) posted a decrease. 131 countries have reported results for at least the first nine months of 2016, of which 19 for the full year.
- Based on this sample of destinations that reported data, it is estimated that destinations worldwide recorded 1235 million international tourist arrivals in 2016, some 46 million more than the 1189 million recorded in 2015. This increase in international tourist arrivals worldwide is equivalent to 3.9% compared to 2015.
- This indicates that demand for international tourism in 2016 continued the positive trend of previous years, though at a slightly more moderate pace. While many destinations reported encouraging results and share in the overall growth, others continue to struggle with the impact of negative events, either in their country or in their region, as safety and security remain a concern for a number of destinations.
- International arrivals have grown at a pace of 4% a year or higher for the seventh year in a row since the post-crisis year 2010. In 2012, international tourist arrivals exceeded the 1 billion mark in a year for the first time. In 2016, this number exceeded 1.2 billion and 307 million more international tourist arrivals were counted compared to the 928 million of pre-crisis year 2008.
- By UNWTO region, Asia and the Pacific led growth with an 8% increase in international arrivals and strong results in all four subregions. In the Americas, arrivals increased by 4%, driven by results in South and Central America. Results in Europe (+2%) were mixed, with solid growth in most destinations, offset by weaker in others. Africa (+8%) returned to growth after two complicated years with Subsaharan destinations rebounding strongly throughout the year, while North Africa picked up in the third quarter. Available data for the Middle East points to a 4% decline this period, though results vary from destination to destination.
- Global results for 2016 were in line with UNWTO's forecast issued at the beginning of 2015, which pointed to an increase by 3.5% to 4.5% for the full year 2016. The pace of growth is somewhat more moderate to the level achieved in 2015 (4.6%) and is in line with UNWTO's long-term forecast of 3.8% per year for the period 2010 to 2020.



Source: World Tourism Organization (UNWTO) ©



Source: World Tourism Organization (UNWTO) ©

Variable growth from month to month

- After a strong start of the year with quite fast growth in the first quarter (+7%), growth was slower from April to August, but picked up again from September.
- In January international tourist arrivals grew by 5%. February (+7%) showed fast growth, but it should be noted that 2016 is a leap year, and therefore February had one more day than usual (29 days). This extra day corresponds to roughly 3.5% more arrivals this month.

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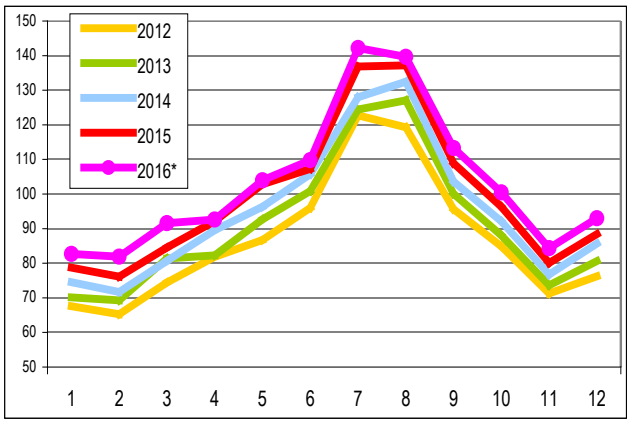
- As a result of the Easter holiday date shift from early April in 2015 to late March in 2016, the fastest growth was recorded in March, when tourist arrivals grew an estimated 8% worldwide, compared to the same month of 2015. For the same reason April was quite weaker (0%).
- Both May (+1%) and June (+2%) were also rather weak. For destinations in the Middle East and North Africa, June results were weak due to Ramadan taking place for the most part in this month. This was partly compensated in July (+4%). Results for August (+2%) came in rather modest. Many tourists taking holidays in the first week(s) of August actually arrived at their destination in the last weekend of July (and were recorded in this month) as the first day of August fell on a Monday.
- September and October (both +4%) were around the average for the whole period, while November and December (both +5%) slightly exceeded the average.
- The Northern Hemisphere high-season months of May to October each exceeded 100 million arrivals a month (October for the first time in 2016). These six months counted over 700 million international arrivals overall, corresponding to 57% of the annual total. July and August are the peak months of the year with respectively 142 million and 140 million international arrivals in 2016.

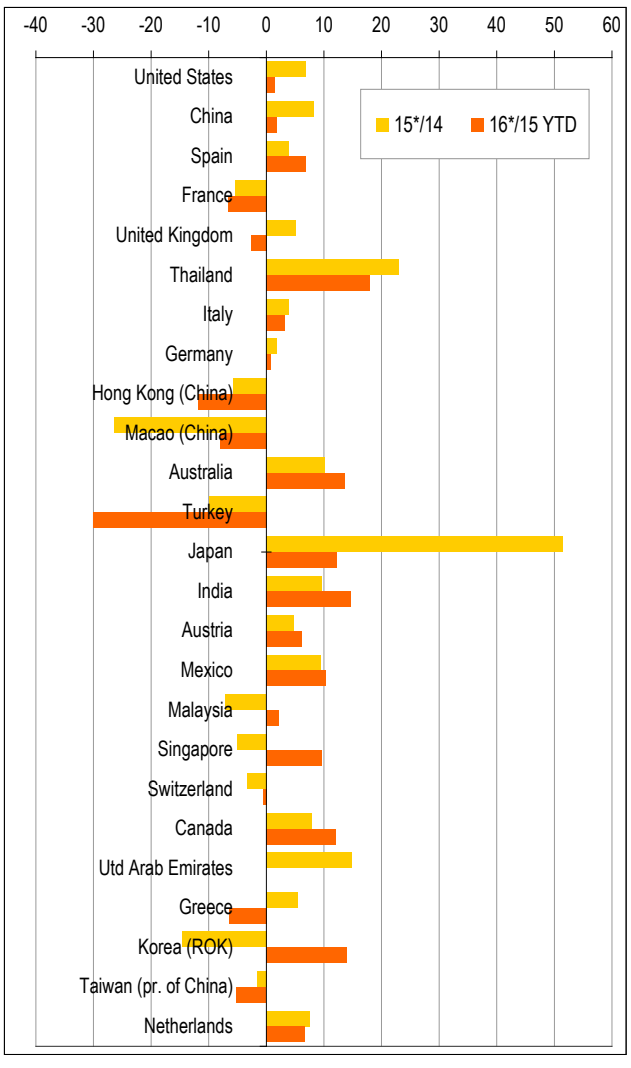
International Tourist Arrivals, monthly evolution

World (million)



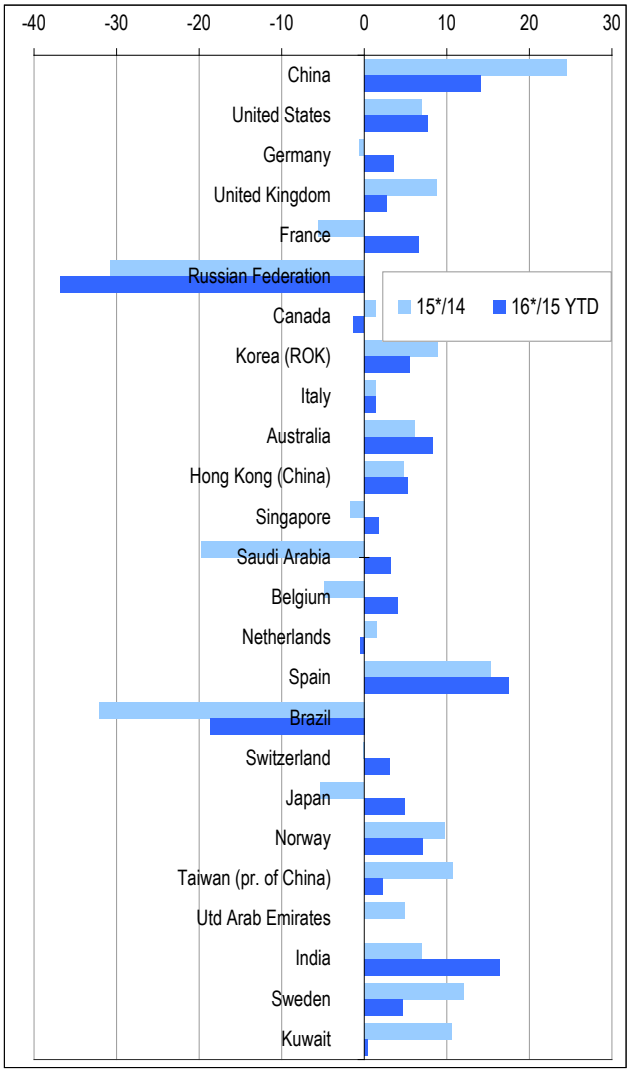
Source: World Tourism Organization (UNWTO) ©

International Tourism Receipts (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourism Expenditure (% change, local currencies)



Source: World Tourism Organization (UNWTO) ©

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Regional results

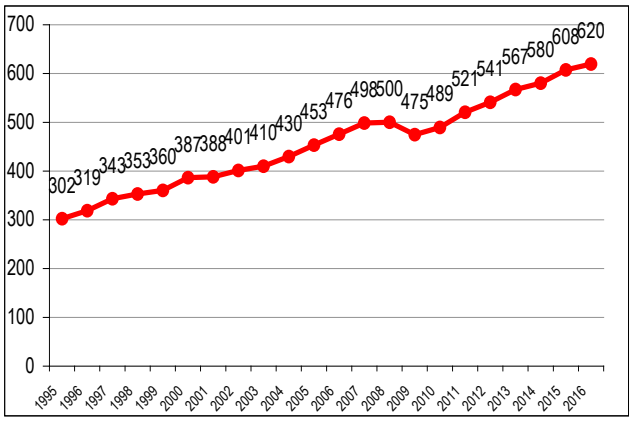
Europe

International tourist arrivals in Europe grew by 2% in 2016, an increase of 12 million from 2015, reaching a total of 620 million, just over half the world's total (50%). This rather moderate rate of growth compared to previous years (+5% in 2015) reflects mixed results across destinations. Remarkably solid performance in many destinations, including large and mature ones, was offset by weaker results in a few others, predominantly due to security concerns. Northern Europe (+6%) led growth across subregions, followed by Central and Eastern Europe (+4%), while Southern Mediterranean Europe grew by 1% and in Western Europe results were flat.

Most destinations in Northern Europe (+6%) turned in robust results. Iceland (+35% through November), Norway (+13% through October) and Ireland (+11% through November) all boasted double-digit growth, while the United Kingdom, the subregion's most visited destination, reported a 2% increase through October.

International tourist arrivals in Central and Eastern Europe increased by 4% in 2016, with Slovakia (+18% through October) and Bulgaria (+14% through November) leading growth. Data is still pending for the subregion's largest destination, the Russian Federation, as well as for Ukraine.

Europe: Inbound Tourism
International Tourist Arrivals (million)



Source: World Tourism Organization (UNWTO) ©

In Southern Mediterranean Europe, growth was weaker (+1%), despite sound results across the majority of destinations. Portugal (+13% through November), Spain (+10%) and Croatia (+9% through November) led growth in this subregion, while Greece (+5% through October), Italy (+4% through October) as well as virtually all of the smaller destinations also turned in positive results. How

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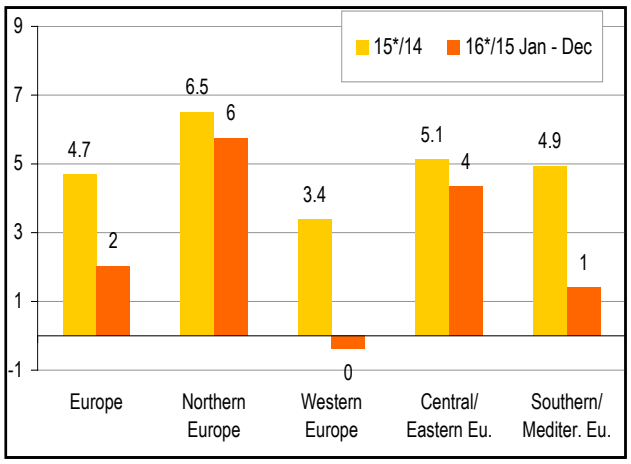
ever, the subregional average was substantially weighted down by the significant decrease suffered by Turkey (-29% through November) in the aftermath of various terrorist attacks and a failed coup.

Western Europe (0%) is estimated to have recorded a slight decrease in arrivals. The Netherlands and Austria enjoyed the fastest relative increase both reporting 5% growth in arrivals through September and November respectively, while France (-5% through September) and Belgium (-14% through September) continue to struggle due to safety concerns.

Nonetheless, participants of the UNWTO Panel of Experts in Europe evaluate 2016 positively overall. With an average score of 134 the evaluation of the year exceeded the expectations at the start of the period a year ago (127). Prospects for 2017 remain positive, but at a slightly more modest level of 131.

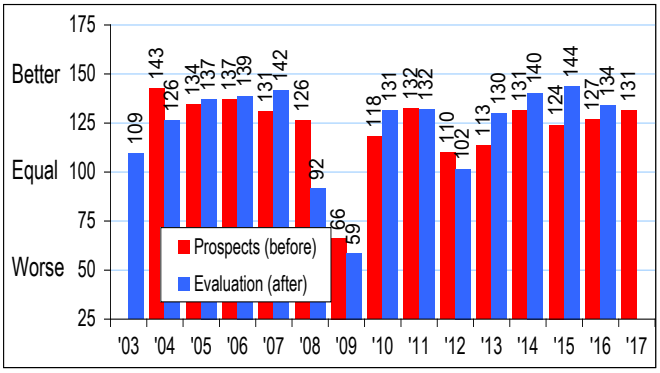
International Tourist Arrivals, Europe (% change)



Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts

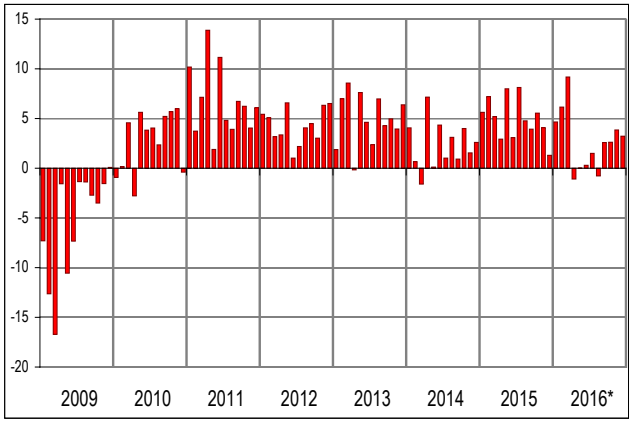
UNWTO Panel of Tourism Experts: Europe



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

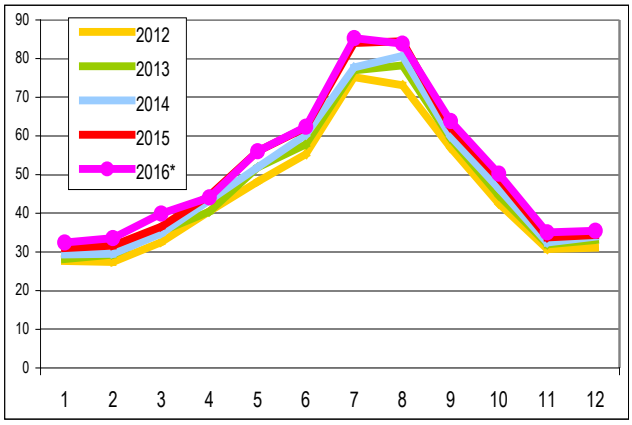
Europe (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

Europe (million)



Source: World Tourism Organization (UNWTO) ©

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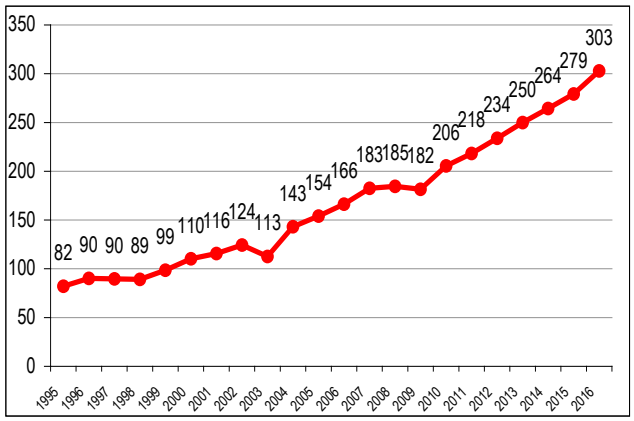
Asia and the Pacific

Asia and the Pacific (+8%) boasted the highest growth in international tourist arrivals across world regions in 2016, both in relative and absolute terms. The region welcomed 24 million more arrivals last year reaching 303 million and exceeding the 300 million mark for the first time. As a result of the faster rate of growth, the region's share in the world total increased 1 percentage point to 25%. Higher purchasing power in emerging economy markets, increased air connectivity and more affordable travel drove demand from both intraregional and interregional source markets. China and several South-East Asian source markets fuelled much of the region's growth. All four subregions enjoyed strong results, with Oceania recording 10% more arrivals, South Asia 9% more and North-East Asia and South-East Asia both 8% more.

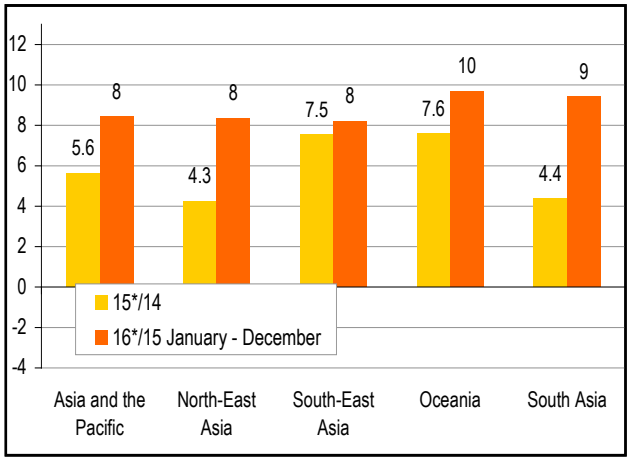
Asia and the Pacific: Inbound Tourism

International Tourist Arrivals (million)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, Asia and the Pacific (% change)

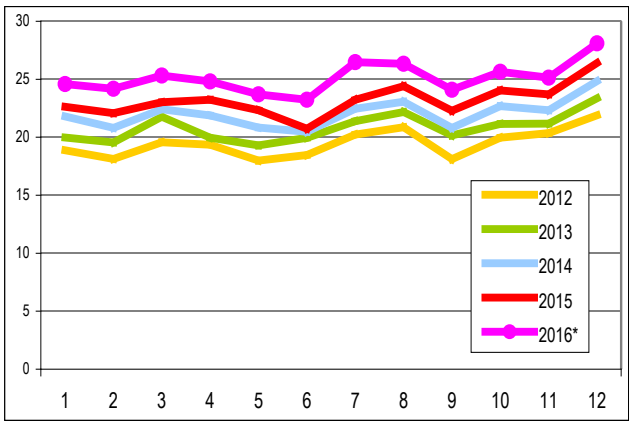


Source: World Tourism Organization (UNWTO) ©

Asia's largest subregion, North-East Asia (+8%) gained 12 million arrivals. The Republic of Korea (+31% through November) and Japan (+22%) led growth, enjoying strong demand from most of their source markets, but above all from China. Korea rebounded strongly following the MERS outbreak in 2015, and Japan boasted its fifth consecutive year of double-digit growth. Macao (China) recorded 9% growth, due to increased air connectivity and a policy of tourism product diversification.

International Tourist Arrivals, monthly evolution

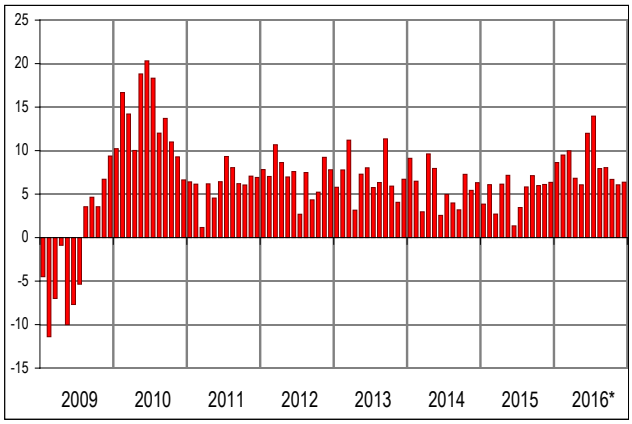
Asia and the Pacific (million)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

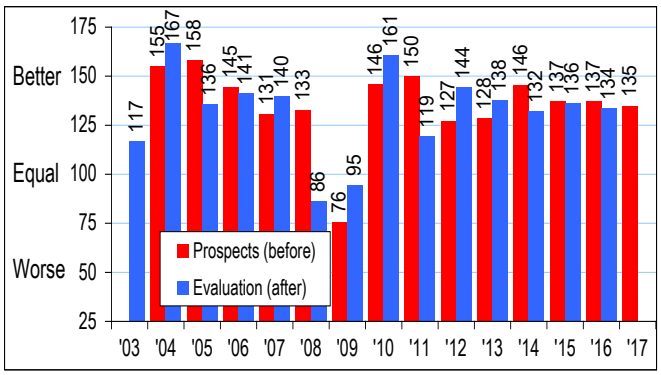
Asia and the Pacific (% change)



Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts

UNWTO Panel of Tourism Experts: Asia and the Pacific



Source: World Tourism Organization (UNWTO) ©

Destinations in South-East Asia (+8%) welcomed some 9 million more arrivals. Top destination Thailand (+9%) drove growth, with other major ones like Vietnam (+25%), Philippines (+12% through October) and Indonesia (+10% through November) also performing strongly.

In South Asia (+9%), top destination India (+11%) led growth in absolute terms, while Sri Lanka (+14%) reported

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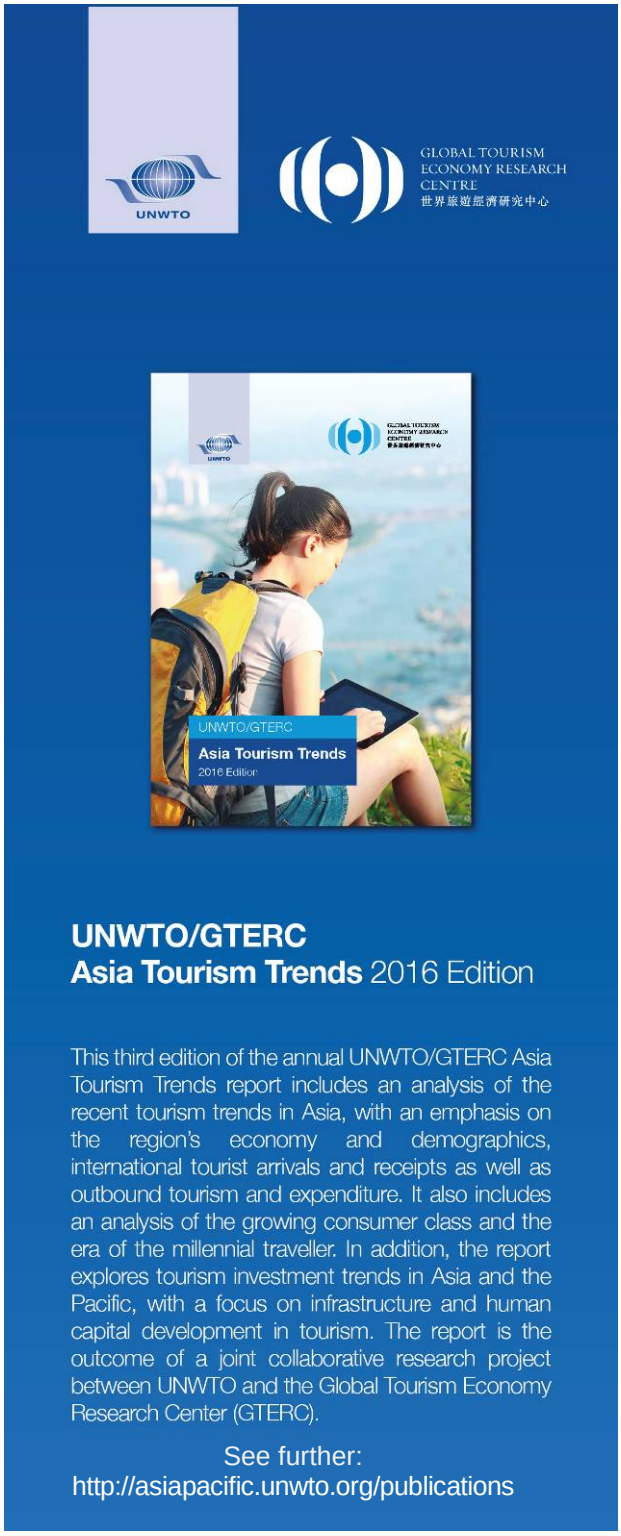
double digit growth for the seventh year in a row. Nepal (+40%) rebounded firmly following the April and May 2015 earthquakes.

Robust growth in New Zealand (+12% through November) and Australia (+11% through November) drove results in Oceania (+10%), both benefitting from increased air connectivity.

UNWTO Panel experts from Asia and the Pacific evaluated performance in 2016 quite positively, (score of 134), though slightly below their expectations at the beginning of the year (137). Prospects for 2017 were similarly strong with a score of 135, reflecting continued confidence in the current year.

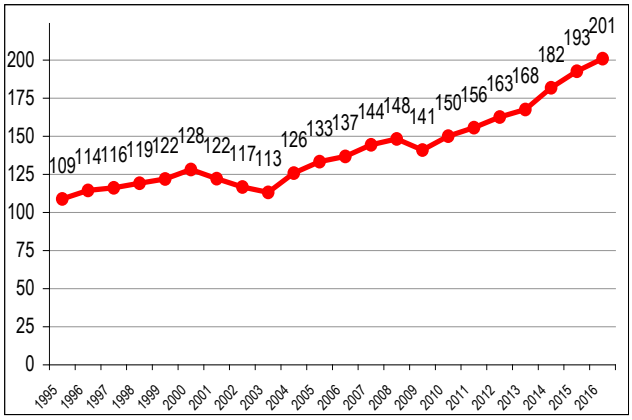


The Americas

The Americas consolidated the sound growth of 2014 and 2015 with a 4% increase in international tourist arrivals last year. The region welcomed some 8 million more arrivals than in 2015, to reach 201 million (16% of the world's total) and exceeding the 200 million mark for the first time. Demand remained solid despite concerns over the Zika virus in some destinations. Strong US outbound flows continued to fuel growth across the region, thanks to a robust US dollar and economy. Results in the region were in line with the world average. By subregion, growth was somewhat stronger in South America and Central America (both +6%), while the Caribbean and North America recorded around 4% more arrivals.

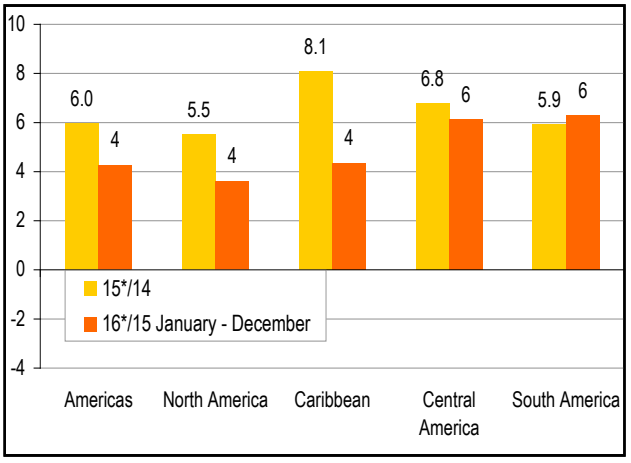
Americas: Inbound Tourism

International Tourist Arrivals (million)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, Americas (% change)



Source: World Tourism Organization (UNWTO) ©

In South America (+6%), Chile (+26%) led growth in arrivals fuelled by strong demand from Argentina which also benefited other neighbouring destinations such as Brazil and Uruguay. Brazil, the subregion's largest destination, reported 5% growth in arrivals, boosted by the Rio 2016 Olympic and Paralympics Games held in August and September. Colombia (+14% through October) and Peru (+8% through October) also recorded sound results. In

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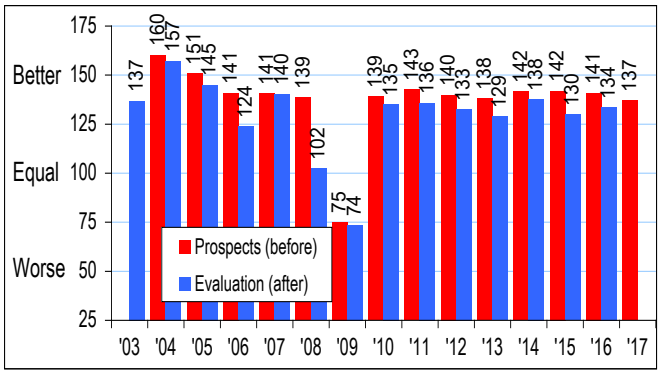
Central America (+6%), results were positive across virtually all destinations, with Costa Rica (+12%) leading growth.

The Caribbean (+4%) saw solid performance from top destinations Cuba (+14%) and the Dominican Republic (+6%). In North America (+4%), Canada (+11% through October) and Mexico (+9% through November) benefited from strong US demand, helped by favourable exchange rates to the US dollar.

Participants in the UNWTO Panel of Experts from the Americas evaluated tourism performance in 2016 with an average score of 134, somewhat below their rather upbeat prospects expressed this time last year (141). Prospects for 2017 continue to be very positive at 137, slightly higher than the evaluation for 2016.

UNWTO Panel of Tourism Experts

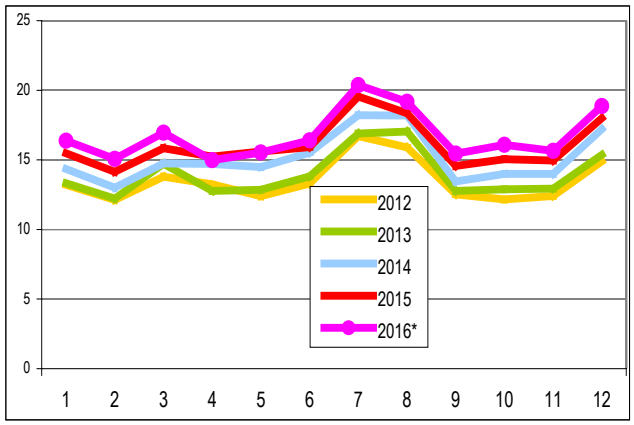
UNWTO Panel of Tourism Experts: Americas



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

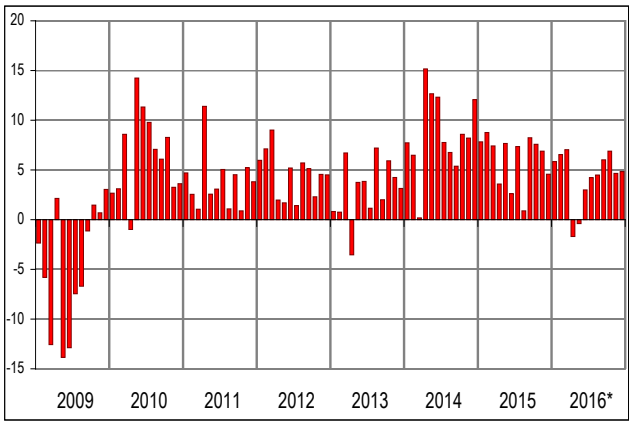
Americas (million)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

Americas (% change)



Source: World Tourism Organization (UNWTO) ©

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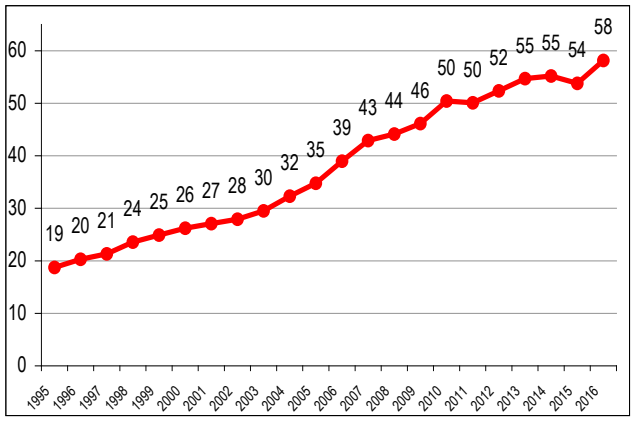
Africa

Africa enjoyed a strong rebound after a weak 2015 and 2014. International tourist arrivals increased an estimated 8% in 2016 according to comparatively limited data so far. In absolute terms, the region welcomed a total of 58 million international tourists in 2016 (5% of the world's total), 4 million more than in 2015.

Africa: Inbound Tourism

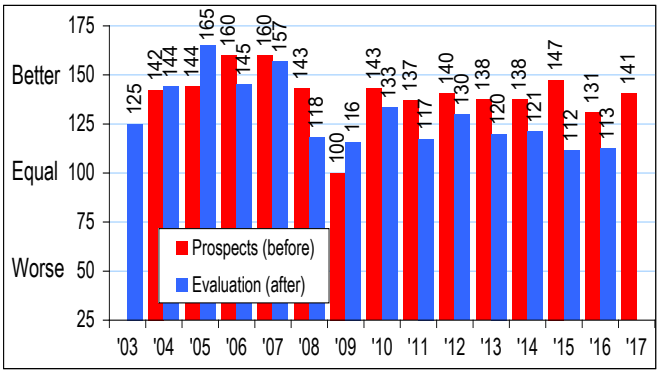
International Tourist Arrivals (million)



Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts

UNWTO Panel of Tourism Experts: Africa



Source: World Tourism Organization (UNWTO) ©

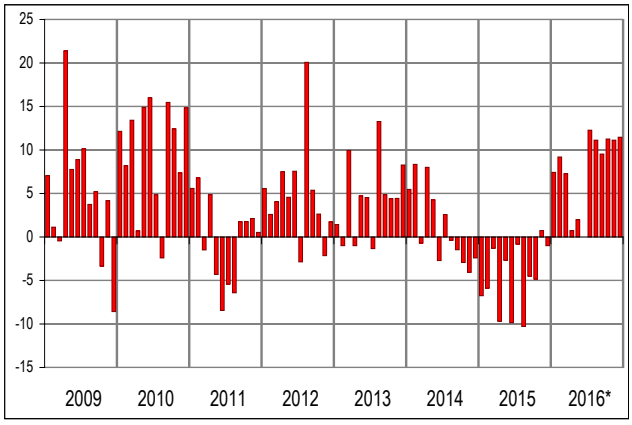
Sub-Saharan Africa (+11%) led growth in Africa, as well as in the world in relative terms. South Africa, the subregion's top destination, enjoyed 14% growth in international arrivals through October. The simplification of some previously stricter visa procedures and increasing demand from Chinese tourists contributed to these results. Kenya (+16% through October) also boasted double-digit growth in a robust recovery that follows strong marketing efforts and heightened security. Island destinations Mauritius (+11%), Seychelles (+10%) and Cabo Verde (+10% through Q3) also posted double-digit growth, supported by improved air and sea connectivity.

In North Africa, arrivals were up 3% as the subregion started to recover in the third quarter of 2016 thanks to a change in trend in Tunisia (+7%). The strengthening of security, as well as the gradual recovery of the Russian market and the redirection of tourism flows from other destinations, contributed to these results.

Participants of the UNWTO Panel of Experts from Africa evaluated tourism performance in 2016 with a cautious but positive score of 113, though quite below their expectations at the start of the year (131). With a score of 141, their outlook for 2017 is more optimistic and points towards continued growth.

International Tourist Arrivals, monthly evolution

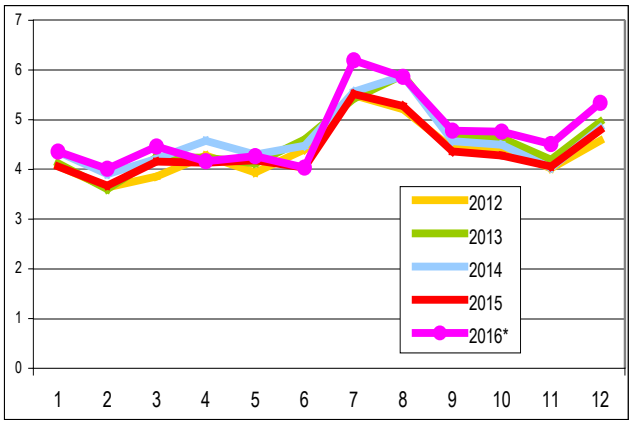
Africa (% change)



Source: World Tourism Organization (UNWTO) ©

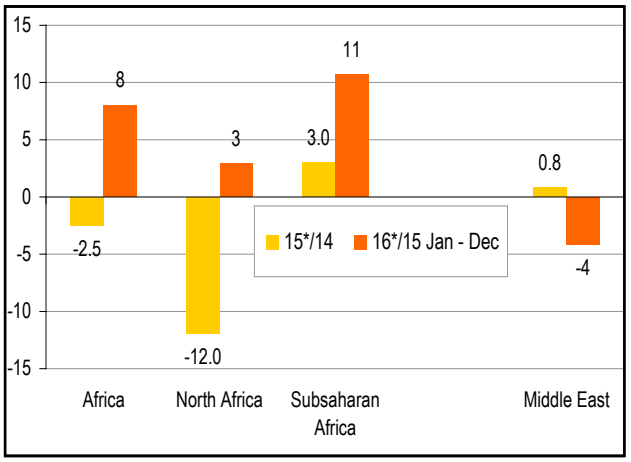
International Tourist Arrivals, monthly evolution

Africa (million)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, Africa & Middle East (% change)



Source: World Tourism Organization (UNWTO) ©

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Middle East

International arrivals in the Middle East are estimated to have decreased by 4% in 2016 to a total of 54 million (4% of the world's total), with mixed results across the region. Solid growth in some destinations was not sufficient to offset decreases in others.

Lebanon (+11% through November) and Oman (+10% through October) recorded double-digit growth, following strong results in 2015, while the United Arab Emirate of Dubai reported 4% more arrivals through November. The subregion's average was weighed down by the sharp decline in Egypt (-45% through November) following the security incidents last year and the negative travel advisories. This major destination is working to overcome the adverse image caused by those incidents and recover its international tourist volumes.

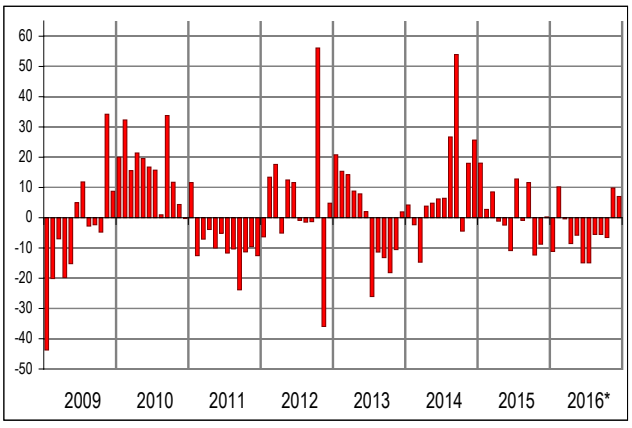
Participants in the UNWTO Panel of Experts from the Middle East were the only ones to evaluate performance in 2016 with a slightly negative score, just below the neutral 100 at 97. This was also short of their prospects at the beginning of the year (117). Prospects for 2017 are much more positive (137) despite ongoing political and security concerns in the region.

Results for both Africa and the Middle East should be read with caution, as they are based on currently limited data available for these regions.

Note: Results presented in this issue are based on preliminary data as reported by the various destinations around the world and on UNWTO estimates for still missing data. More comprehensive and updated information will be published in the next issue of the *UNWTO World Tourism Barometer* scheduled for March 2017.

International Tourist Arrivals, monthly evolution

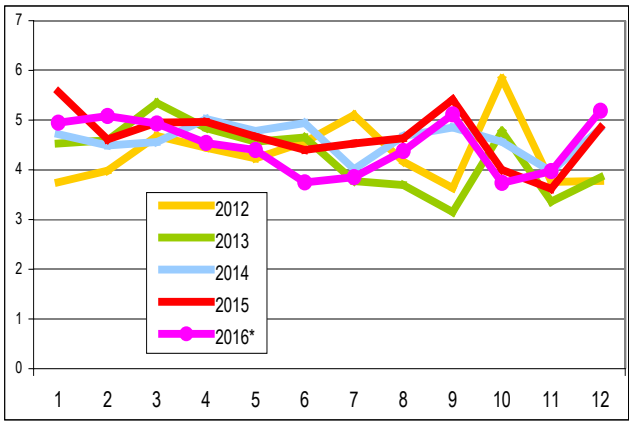
Middle East (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

Middle East (million)

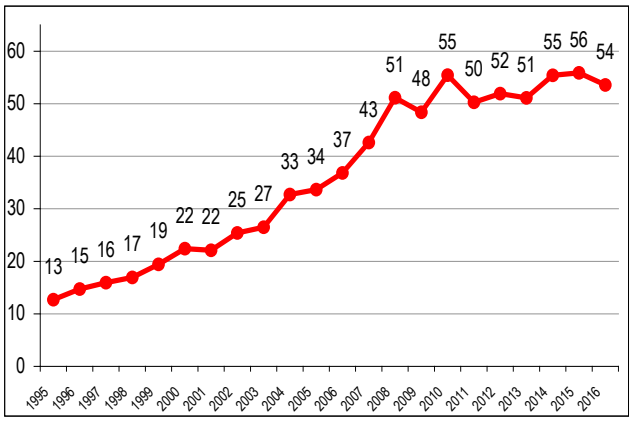


Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts

Middle East: Inbound Tourism

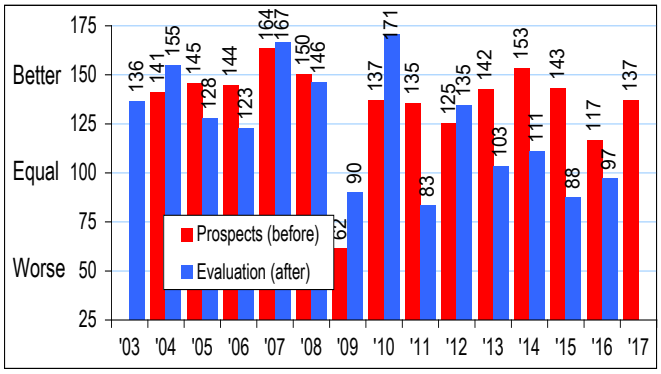
International Tourist Arrivals (million)



Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts

UNWTO Panel of Tourism Experts: Middle East



Source: World Tourism Organization (UNWTO) ©

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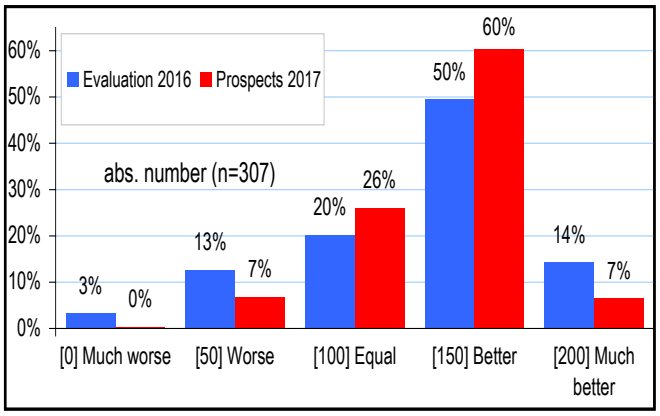
Evaluation by UNWTO's Panel of Tourism Experts

Panel remains positive over prospects for 2017

The UNWTO Confidence Index – based on feedback from over 300 tourism experts in close to 100 destinations around the world – points to a continuation of growth in tourism in the year just started. Prospects expressed by experts looking ahead to 2017 remain positive overall, and at a very similar level to those of recent years. The average score for 'prospects' for the year 2017 is 133, slightly above the score given for 2016 at the beginning of last year (131) and equal to prospects for 2015.

UNWTO has conducted its Panel of Expert survey to track short-term tourism performance and business sentiment every four months since April 2003. In each survey Panel members are asked to rate both their evaluation of the previous period and outlook for the coming period on the following scale: much worse [0]; worse [50], equal [100]; better [150], much better [200]. The number of regular respondents to the Barometer surveys stands currently at around 300.

UNWTO Panel of Tourism Experts



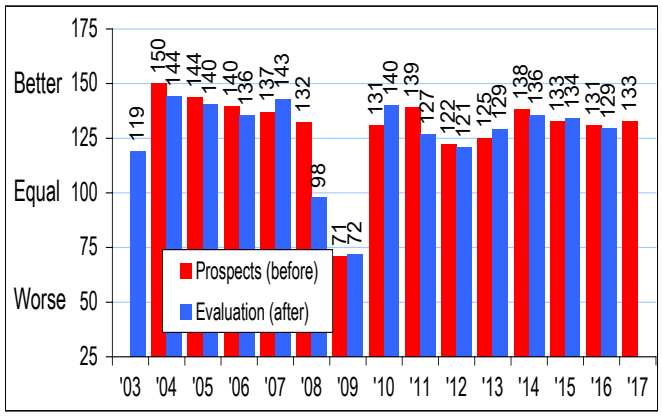
Source: World Tourism Organization (UNWTO) ©

In their evaluation of 2016, over half of the 307 members of UNWTO's Panel of Experts who responded to this edition's survey, judged tourism performance to have been 'better' or 'much better' (64%) than what they would reasonably expect for this time of the year, against 20% who indicated 'equal' performance and 16% 'worse' or 'much worse'.

Averaging these responses on a scale of 0 to 200, the Panel evaluated tourism performance in 2016 with a score of 129, slightly below their prospects expressed in January 2016 (131). An average value above 100 means that the number of participants who evaluate the situation as 'better' or 'much better' outnumber those who perceive it as 'worse' or 'much worse'.

Experts also remain confident about the outlook for the year just started, rating prospects for 2017 at 133, slightly up on their evaluation of 2016. Interestingly, compared to the evaluation of 2016, prospects responses are rather more concentrated around 'better' and less spread out over the five categories.

UNWTO Panel of Tourism Experts: World



Source: World Tourism Organization (UNWTO) ©

Evaluation of 2016 close to expectation

Participants in the UNWTO Panel of Experts survey seemed generally rather satisfied with tourism performance in 2016, evaluating the year with an overall score of 129. This is well above the 'neutral' 100, and very similar to their prospects for the year expressed at the beginning of 2016 (131). The Panel evaluation is in line with the actual (preliminary) tourism results for the year. As growth has slowed slightly, the evaluation of 2016 is 5 points below the evaluation of 2015. Likewise, 2016 is the seventh year in a row with a positive evaluation. This represents quite an upbeat appraisal, especially given the various geo-political, economic, social and security challenges that have affected confidence over the past years.

As usual, the public sector (136) was more positive about 2016 than the private sector (125). There was also a gap between the perceptions of experts from advanced economies, which rated the year at 135, and those from emerging markets, which gave it a score of 122. The comparatively lower average score of emerging economy destinations is broadly a reflection of their tourism results, where negative growth in a number of destinations struggling with geopolitical challenges, particularly in the Middle East and North Africa, offset the healthy results of many others. Furthermore, lower commodity prices resulted in weaker trade and investment, constraining growth in some other emerging economies.

As is generally the case, the global average masks significant differences across world regions and tourism activities. Even so, experts in all regions with the exception of the Middle East evaluated 2016 favourable with scores above 100.

Experts from Europe, Asia and the Pacific and the Americas all rated tourism performance in 2016 with a

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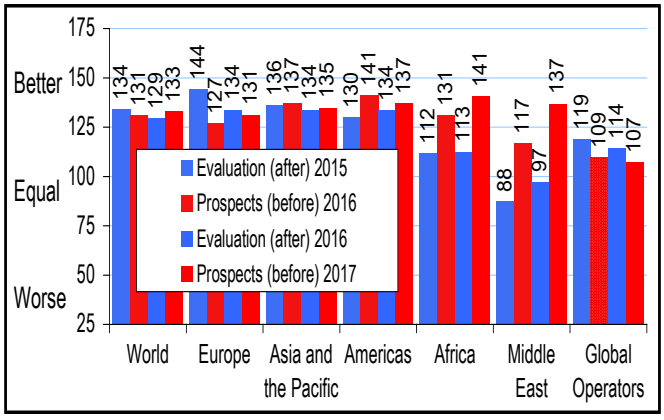
score of 134, much in line with the positive results that most destinations recorded in those regions. In Europe, this is above the prospects expressed by experts at the beginning of the year (127). Meanwhile, in the Americas and Asia and the Pacific the evaluation was slightly below the expectations one year ago (141 and 137, respectively), despite the strong results in many of its destinations.

Experts in Africa rated the year with a positive score of 113, but quite below their prospects at the beginning of 2016 (131). This more neutral evaluation can be explained by the mixed results in the region, where Subsaharan Africa saw a strong 11% rebound in arrivals, while North Africa recorded a modest 3% increase. Ratings for the Middle East have fluctuated in recent years, but are now at 97 for 2016, above the evaluation for 2015 (88) but not as high as expected at the beginning of the year (117). Conflicts and security threats continue to affect a number of destinations in the region.

The score given by global tourism operators – those with business interests in different world regions – is 114 for the year 2016. This is below the world average of 129, and is explained by the current safety and security challenges that exist at a global level, which pose a threat to destinations all over the world and affects above all interregional travel.

By tourism activity, experts from Destinations were the most satisfied with results in 2016, rating the year at 141, followed by Consultants, Research and the Media (130). Tour operators & travel agencies (113) and Transportation (105) were the least positive about 2016.

UNWTO Panel of Tourism Experts



Source: World Tourism Organization (UNWTO) ©

Prospects for 2017

The Panel of Experts' expectations for 2017 are positive overall, with only some differences across regions and tourism activities. The global score for expected performance in 2017 is 133, very similar to the prospects for 2016 expressed a year ago (131), reflecting continued confidence in the tourism sector.

Public sector experts continue to be more optimistic than those from the private sector when responding to the UNWTO panel of experts' survey, with average scores of 139 against 129 respectively. Experts from emerging economies (136) are slightly more optimistic about 2017 than those from advanced economies (131).

By region, experts from Africa (141) have the highest expectations for 2017, as growth in that region picked up firmly in the second half of 2016 after some years of subdued growth. In the Middle East (137) experts are also optimistic, looking forward to a considerable improvement from the weak results in 2016. Respondents from the Americas (137) and Asia and the Pacific (135) are similarly upbeat about 2017, with prospects for this year just above their evaluations of 2016. Experts from Europe (131) are also confident about tourism this year, with their score exceeding that of 2016 and 2015. Upbeat expectations reflect the resilience of the European tourism sector despite the security incidents in some destinations last year. They also suggest some growth potential, in spite the maturity of many destinations.

The UNWTO Tourism Confidence Index

The UNWTO *Tourism Confidence Index* is based on the results of an email survey conducted by the UNWTO Secretariat among selected representatives of public and private sector organisations participating in the UNWTO *Panel of Tourism Experts*. The survey has been repeated every four months since May 2003 in order to keep track of actual performance, as well as perceived short-term prospects, of the tourism sector. This allows performance and prospects to be compared over time, as well as providing a comparison of the actual performance of the past four months with prospects forecast for the same period four months earlier. Results are also broken down by region and by sector of activity. These breakdowns should, however, be interpreted with caution as they may in some cases be based only on a relatively small number of responses.

The UNWTO Secretariat's aim is to continuously expand and improve the Panel sample. Experts interested in participating in the survey, in particular from countries still not included in the listing below, are kindly invited to send an email to barom@unwto.org.

How to read this data

For the UNWTO *Tourism Confidence Index* members of the UNWTO Panel of Tourism Experts are asked once every four months by email to answer the following two simple questions:

- What is your assessment of tourism performance in your destination or business for the four months just ended (or about to end) as against what you would reasonably expect for this time of year?

- What are the tourism prospects of your destination or business in the coming four months compared with what you would reasonably expect for this time of year?

Participants should select one of the following five options: much worse [0]; worse [50], equal [100]; better [150], much better [200]. Results are averaged and broken down by region and by activity. A value above 100 means that the number of participants who evaluate the situation as "better" or "much better", outnumber the participants who reply "worse" or "much worse".

In addition, participants are also invited to include a qualitative assessment in their own words. The analysis contained in the *UNWTO World Tourism Barometer* is in large part based on their comments.

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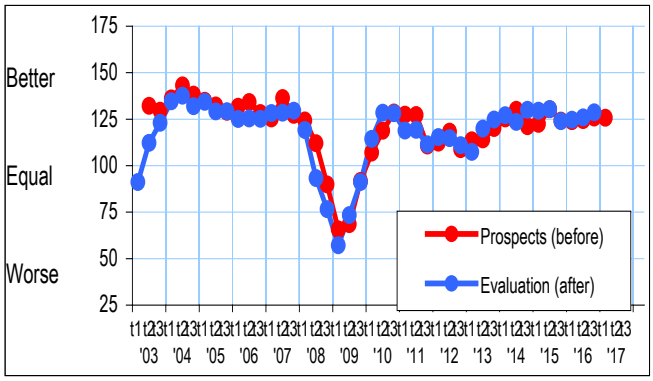
By contrast, global operators are less upbeat about 2017, with their score at 107 more in 'neutral' territory and just below that in 2016 (109), given the various incidents and threats around the world.

Prospects for 2017 are generally quite positive across most tourism activities. Destinations are the most optimistic (145), followed by Tour Operators (135), the Accommodation sector (133) and Consultants, Research and the Media (129). The Transport sector (123) and General Industry Bodies (118) are also somewhat optimistic, but less than the average.

UNWTO Panel of Tourism Experts



Source: World Tourism Organization (UNWTO) ©

Evaluation of the four-month period September-December 2016

The September-December 2016 period was evaluated with the same positive score as the whole year 2016 in terms of performance by the Panel of Experts (129). It was also the strongest period in 2016, with the score exceeding that of the previous two four-month periods. Experts from advanced economies (134) gave a rather higher score to the period September-December 2016, than those from emerging economies (121).

By region, the highest four-month scores came from experts in the Americas (135) and Europe (133). In Asia and the Pacific (128) experts were also positive but more cautious than in previous periods. Experts from the Middle East and from Africa rated September-December 2016 with a score of 108 and 103 respectively, meaning that the number of positive evaluations only slightly exceeded the negative ones. Global tourism operators evaluated these four months at 111, i.e. somewhat below the previous period.

Outlook for the four-month period January-April 2017

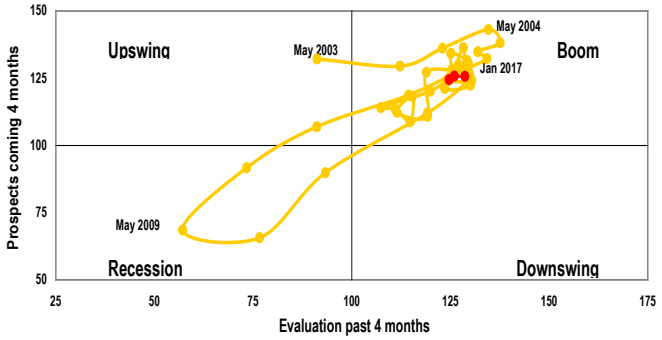
Overall prospects for January-April 2017 are positive at 126 – pointing towards solid growth in tourism in the coming months.

By region, experts from the Americas (131) are the most optimistic, while in Europe (126), Africa (125), the Middle East (124) and Asia and the Pacific (123) expectations are also good, but more conservative.

By tourism activity, Destinations (136) are the most upbeat about the January-April 2017 period, followed by Tour operators (130) and Consultants, Research and the Media (128), all exceeding the global average. The Accommodation sector (117) also expects better results, but below the average. Experts from the other activities are somewhat less optimistic, particularly those in the Transport sector (83) who expect performance to be worse in the next four months.

See corresponding graphs by region and activity in the Statistical Annex.

UNWTO tourism business-cycle clock



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UNWTO outlook for 2017

More sustainable pace of growth in 2017

UNWTO projects international tourist arrivals worldwide to grow at a rate of 3% to 4% in 2017, after a 3.9% increase in 2016, based on the assessment of current trends and the outlook of the UNWTO Panel of Experts as reported in this issue, as well as economic prospects. This projection reflects continued growth in an increasingly diversified global tourism market, though at a more sustainable pace, after seven years of solid expansion. This is broadly in line with the 3.8% average increase projected for the period 2010-2020 by UNWTO in its *Tourism Towards 2030* long-term forecast.

The forecast for 2017 is based on a scenario of modest global economic recovery, with improved prospects in advanced economies and continued growth in most developing economies, while others gradually leave the crisis behind, as the price of oil and other commodities picks up.

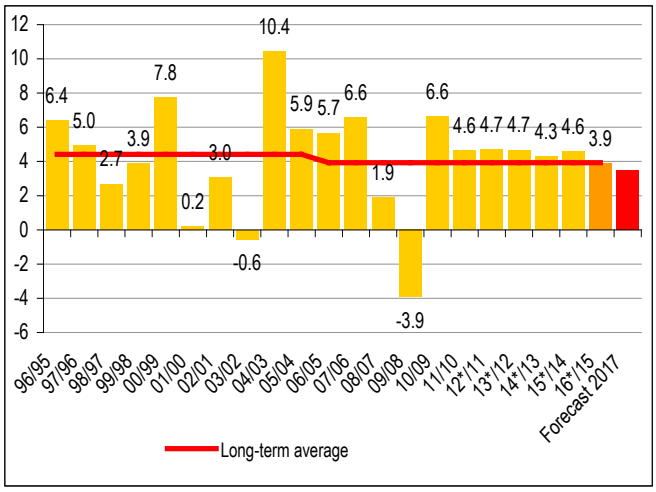
Rising middle classes with higher purchasing power in many emerging markets, increased air connectivity and more affordable travel are expected to continue fuelling tourism growth in 2017, particularly in Asia and the Pacific. China will continue to lead global outbound travel, while the United States is expected to drive much growth in the Americas and elsewhere, based on a scenario of ongoing strength of the US dollar. Conflict and geopolitical tensions remain a downside risk for tourism in some parts of the world this year.

Based on the analysis of tourism trends in 2016 the UNWTO Confidence Index and economic projections, international tourist arrivals are forecast to grow between 3.0% and 4.0% worldwide in 2017, following an increase of 3.9% in 2016. By region, international arrivals are expected to grow 2% to 3% this year in Europe, after 2% in 2016, a rather modest but sustainable growth interval for the world's most visited region. Asia and the Pacific is projected to grow 5% to 6%, after an 8% increase in 2016, with still much potential for development in emerging destinations. International arrivals in Africa are also expected to grow 5% to 6% in 2017, after 8% in 2016, as the region continues to rebound from weaker results in 2015. Growth in the Americas is projected at 4% to 5%, consolidating the 4% increase in 2016, and in the Middle East at 2% to 5%, given the higher volatility and instability in the region.

The latest survey by the UNWTO Panel of Experts confirm these positive expectations, with the majority (63%) of the some 300 respondents expecting 'better' or 'much better' tourism results in 2017 than in 2016. The Panel score for 2017 was 133, slightly above the expectations for 2016 a year ago (131), suggesting a similar level of tourism growth this year. See pages Annex 27 - Annex 30 for full results.

Economic forecasts support this overall outlook, with growth of world gross domestic product projected to pick up to 2.7% in 2017 and 2.9% in 2018, after 2.2% in 2016, according to the United Nations Department of Economic and Social Affairs (UN/DESA). Prospects have improved moderately for advanced economies, while developing economies are expected to account for the larger share of economic growth, some enjoying continued expansion, others slowly recovering, as global trade and commodity prices pick up. See page 27-29 for more detail.

International Tourist Arrivals, World (% change)



Source: World Tourism Organization (UNWTO) ©

Outlook for International Tourist Arrivals

	2008	2009	2010	2011	2012	2013	2014	2015	2016*	average a year	projection 2017* (issued January)
									Jan.-Dec.	2005-2015	between
World	**1.9%**	**-3.9%**	**6.6%**	**4.6%**	**4.7%**	**4.7%**	**4.3%**	**4.6%**	**3.9%**	**3.9%**	**+3% and +4%**
Europe	0.3%	-5.1%	3.1%	6.4%	3.9%	4.8%	2.3%	4.7%	2.0%	3.0%	+2% and +3%
Asia and the Pacific	1.1%	-1.6%	13.2%	6.2%	7.1%	6.9%	5.8%	5.6%	8.4%	6.1%	+5% and +6%
Americas	2.7%	-4.9%	6.4%	3.7%	4.5%	3.0%	8.5%	6.0%	4.3%	3.8%	+4% and +5%
Africa	2.9%	4.5%	9.3%	-0.7%	4.5%	4.5%	0.9%	-2.5%	8.1%	4.5%	+5% and +6%
Middle East	20.0%	-5.4%	14.6%	-9.3%	3.2%	-1.5%	8.4%	0.8%	-4.1%	5.2%	+2% and +5%

Source: World Tourism Organization (UNWTO) © (Data as collected by UNWTO January 2017)

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Transport

Sustained passenger demand and lower oil prices drive airline results

Preliminary full-year data released by the International Civil Aviation Organization (ICAO) and the International Air Transport Association (IATA) shows strong results in air passenger traffic in 2016. Airline profitability reached a new record, despite somewhat lower revenues due to increased passenger demand and lower oil prices.

Total airline passengers on domestic and international services worldwide reached 3.7 billion in 2016, up 6.0% over 2015. Passenger traffic measured in revenue passenger-kilometres (RPKs) grew at a similar pace of 5.9%. Although a breakdown of international and domestic RPKs is not yet available, year-to-date figures through November 2016 point to 6.4% growth in the former and 5.0% in the latter.

These air transport indicators are consistent with the positive trend seen in international tourist arrivals, which grew 3.9% last year as reported in this issue of the *UNWTO World Tourism Barometer*. As air travel represents the mode of transport for slightly over half of the world's 1.2 billion international tourists, this implies that travel by air grew faster than surface travel over land or water last year.

ICAO: worldwide air passengers rose 6% to 3.7 billion in 2016

Preliminary figures released by ICAO indicate that a total 3.7 billion passengers travelled on scheduled services in 2016, a 6.0% increase over 2015. Flight departures rose to approximately 35 million globally, and world passenger traffic, expressed in scheduled revenue passenger-kilometres (RPKs), increased to approximately 7.0 trillion. For a more in-depth analysis of traffic, see the IATA section. (Note that airlines count passengers on each flight segment, so for a round trip a passenger is counted at least twice).

Despite the weak economic conditions, global air passenger traffic continued to grow in 2016 helped by the lower air fares owing to the fall in oil prices. The increasing presence of low-cost carriers (LCCs) also contributed to overall growth, notably in emerging economies. Passengers carried by LCCs exceeded the 1-billion milestone in 2016, accounting for about 28% of the world's total scheduled passengers. LCCs represented 32% of total passengers carried in Europe, 31% in Asia/Pacific and 25% in North America.

Air transport carries over half of the world's tourists who travel across international borders and some 35% of world trade in value terms. More than 90% of cross border Business to Consumer (B2C) e-commerce was also carried by air transport.

Source: *Traffic growth and airline profitability were highlights of air transport in 2016,* at: www.icao.int/Newsroom/Pages/traffic-growth-and-airline-profitability-were-highlights-of-air-transport-in-2016.aspx

IATA: global passenger traffic up 5.9% in 2016 with record airline net profits

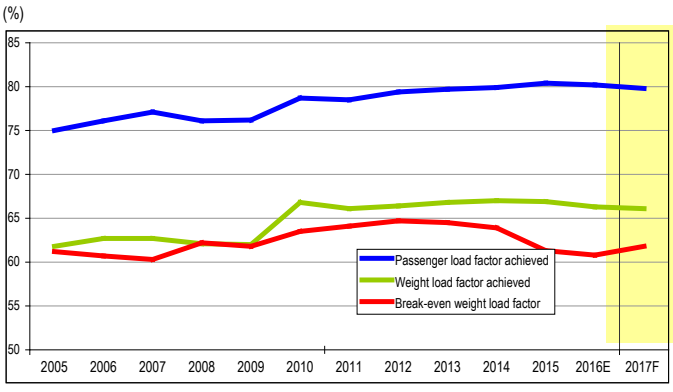
Global passenger air traffic on both domestic and international routes measured in revenue passenger-kilometres (RPKs) grew an estimated 5.9% in 2016, according to estimated data published by the International Air Transport Association (IATA) in its *Economic Performance of the Airline Industry report*. This is below the 7.4% increase in 2015, but above the 10-year average of 5.5%. Air traffic has been growing above its long-term trend despite a sluggish world economy, partly due to falling travel costs.

Airlines from the Middle East (+10.8%) and Asia Pacific (+8.9%) enjoyed the fastest growth in overall traffic last year, followed by those from Africa (+5.8%), Europe (+3.8%) and Latin America (+3.5%), while North American carriers saw the slowest increase (+3.2%), according to current estimates.

Passenger air transport capacity expressed in available seat kilometres (ASKs) rose slightly more (+6.2%) than traffic (+5.9%), resulting in a 0.2 percentage point decrease in average load factor, to 80.2%. By region, passenger capacity increased the most in the Middle East (+13.9%) and Asia-Pacific (+8.2%), and the least in Latin America (+2.2%).

IATA forecasts global passenger traffic to increase 5.1% in 2017. Capacity is expected to grow at a slightly faster rate of 5.6%, reducing the passenger load factor to 79.8%. This is still relatively high, as the load factor is more than 5 percentage points higher than in 2005, when it was 75%.

Airline Industry Economic Performance: load factor



Source: compiled by UNWTO from IATA

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Another strong year for airline profits

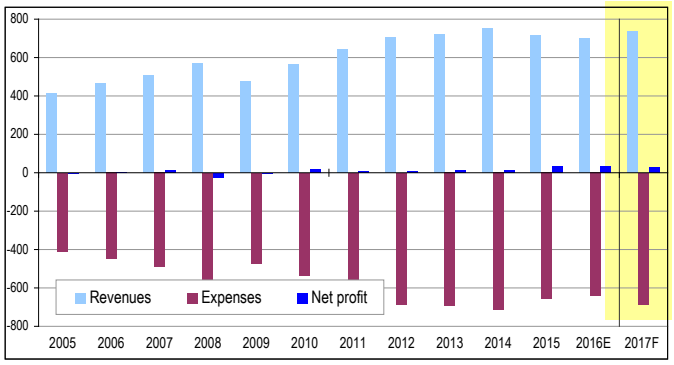
Airlines continued to deliver strong results in 2016 with industry profitability still improving over the 2015 record. Expenses declined further due to cheaper oil, and net profits increased slightly to hit a new high in what could be a cyclical peak.

Total industry revenues from both international and domestic transport of passengers and freight reached an estimated US$ 701 billion in 2016, 2.4% lower than in 2015. Although passenger and freight traffic increased, the average return airfare dropped, as did the average freight rate.

Total expenses decreased by a similar rate of 2.5% to US$ 643 billion in 2016. Fuel costs declined about 31% compared to 2015 (after already declining by 20% from 2014), but non-fuel expenses rose 8.3%, including a 6.5% increase in labour costs. As a result, operating profits slipped to US$ 58.3 billion from US$ 59.5 billion in 2015. However, net post-tax profits edged up to US$ 35.6 billion from US$ 35.3 billion, as did the net profit margin to 5.1% from 4.9% in 2015. This is both the highest absolute profit and the highest net profit margin generated by the airline industry.

By region, the strongest financial performance was recorded by airlines in North America, with net post-tax profits of US$ 20.3 billion and an average net margin of 9.7%. In Europe, carriers recorded a post-tax profit of US$ 7.5 billion, representing a margin of 4.0%, while Asia-Pacific airlines delivered US$ 7.3 billion in profits, equivalent to a 3.6% margin.

Airline Industry Economic Performance: Revenues, expenses and net profit
(US$ billion)

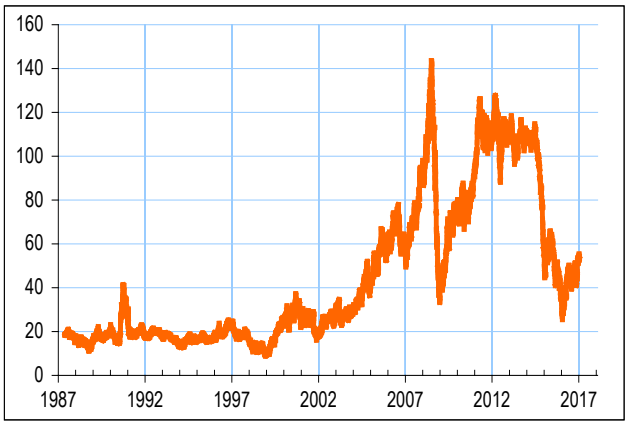


Source: compiled by UNWTO from IATA

Profitability Outlook for 2017

Airline industry profits are expected to have reached a cyclical peak in 2016 at US$ 35.6 billion. In 2017, IATA expects a soft landing in profitable territory, with the global airline industry making a net profit of US$ 29.8 billion. With a forecast of total revenues at US$ 736 billion, this represents a net profit margin of 4.1%. Moderately lower profits reflect the more difficult conditions in 2017, with rising oil prices. However, it will be the eighth year in a row of aggregate airline profitability, illustrating the resilience to shocks that have been built into the industry. It will also be the third consecutive year (and the third year ever) that the return on invested capital is above the average cost of capital.

Price Crude Oil Brent (US$ per barrel)



Source: US Department of Energy, Energy Information Administration

Higher oil prices will have the biggest impact on profitability in 2017. In 2016 oil prices averaged US$ 44.6/barrel (Brent) and they are projected to reach US$ 55.0 in 2017, pushing jet fuel prices up from US$ 52.1/barrel (2016) to US$ 64.9/barrel (2017), a 25% increase. Fuel is expected to account for 18.7% of the industry's cost structure in 2017, which is well below the recent peak of 33.2% in 2012-2013 and below the level of 27.3% in 2016.

Traffic is expected to grow 5.1% in 2017 (after 5.9% in 2016) as the demand stimulus from lower oil prices diminishes. Industry capacity is expected to increase 5.6% this year, slightly less than in 2016 (6.2%). With capacity growing faster than demand, the global passenger load factor could decline to 79.8% (from 80.2% in 2016). The negative impact of a lower load factor is expected to be offset somewhat by a strengthening of global economic growth.

Alexandre de Juniac, IATA's Director General and CEO commented: 'Even though conditions in 2017 will be more difficult with rising oil prices, we see the industry earning $29.8 billion. That's a very soft landing and safely in profitable territory. These three years are the best performance in the industry's history – irrespective of the many uncertainties we face. Indeed, risks are abundant – political, economic and security among them. And controlling costs is still a constant battle in our hyper-competitive industry.'

'We need to put this into perspective. Record profits for airlines means earning more than our cost of capital. For most other businesses that would be considered a normal level of return to investors. But three years of sustainable profits is a first for the airline industry. And after many years of hard work in restructuring and re-engineering the business the industry is also more resilient. We should also recognize that profits are not evenly spread with the strongest performance concentrated in North America.' he added.

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See corresponding tables on pages Annex-1 to Annex-33 of the Statistical Annex.

For more information see the following resources:
Economic performance of the airline industry at:
www.iata.org/publications/economics/Pages/industry-performance.aspx

News release: *Another Strong Year for Airline Profits in 2017*, at
www.iata.org/pressroom/pr/Pages/2016-12-08-01.aspx

Air Passenger Monthly Analysis at:
www.iata.org/publications/economics/Pages/Air-Passenger-Monthly-Analysis.aspx

Air transport data

Airline and airport data is a particularly good indicator of short-term trends in medium- and long-haul traffic. For short-haul traffic, however, air transport is in competition with alternative modes of transport (in particular land-based, but also over water), and might be subject to shifts between different modes (depending on relative price, perception of safety, etc.).

Passenger traffic reported by airlines can be analysed through various indicators. Traffic is among others measured in number of **flight departures** and in number of **passengers** (PAX) carried, i.e. one passenger travelling one flight segment, so a round trip results in a passenger count of at least two. However, one of the most commonly used indicators is **Revenue Passenger-Kilometres** (RPK), where one RPK represents one paying passenger transported over one kilometre, so the number of passengers is multiplied by the distance flown. This means that each long-haul passenger contributes more to total traffic measured in RPKs than each short-haul passenger does. Similarly, **capacity** on offer is measured in terms of **Available Seat-Kilometres** (ASK), which is the number of seats carriers have available multiplied by the number of kilometres flown. The ratio of revenue passenger-kilometres (RPK) to available seat-kilometres (ASK) is called **Passenger Load Factor**, i.e. the percentage of capacity used.

For **passenger** traffic reported by **airports,** passengers are counted each time they depart from or arrive in an airport, with passengers in direct transit counted once, i.e. a round trip results in a count of at least four.

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Air transport booking trends

Strong demand for air travel in the first four months of 2017 according to ForwardKeys bookings data

In this contribution based on air transport booking data from business intelligence tool ForwardKeys, air passenger travel is evaluated for the full year 2016, and trends in reservations are analysed for the first four months of 2017.

The analysis reflects passenger air transport data available in the ForwardKeys database as of 31 December 2016, covering actual departures that took place in 2016 and bookings with a scheduled departure date from 1 January to 30 April 2017. Bookings for the first four months of 2017 are compared with bookings for the same period of 2016, available in the database at the same moment in time a year ago.

The booking trend provides an insight into how bookings are developing, although this does not necessarily indicate the exact number of trips that will be taken, as booking behaviour can vary over time, with lead time between booking and actual travel decreasing or increasing depending on external factors, price development and promotion. The database covers air travel reservations processed through the major Global Distribution Systems (GDS), but only partially includes direct bookings with airlines (such as low-cost carriers) or charter flights.

General Trend

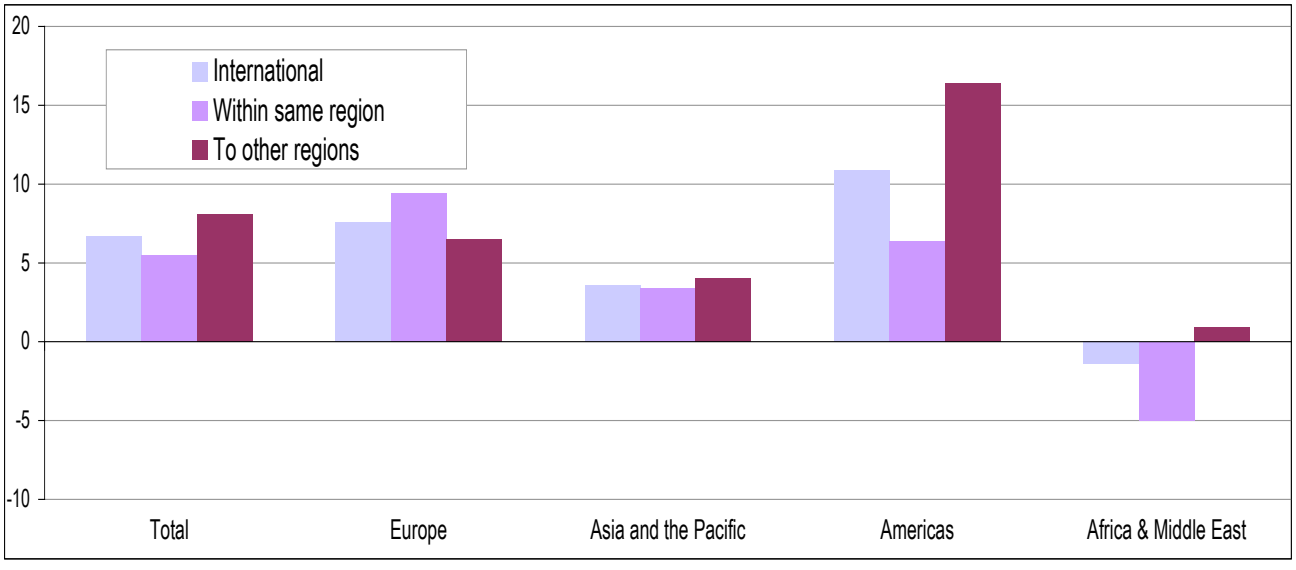
International departures grew by 4% in 2016

- International air departures increased 4% in 2016, with growth in air travel within the same region and inter-regional flows rather similar.
- By world region, Africa and the Middle East enjoyed the fastest growth in inbound travel (+7%) after a weak 2015 (+1%). Inbound air travel was also strong to Asia and the Pacific (+6%) followed by the Americas (+4%), while travel to Europe was weaker (+1%).
- Domestic air travel was up 3%, reflecting sustained demand in a few large markets, mostly in Asia and the Pacific. (Note that domestic air travel is dominated by a small number of large markets, including the United States, China, Brazil, the Russian Federation, Japan, India and Australia, which together account for 82% of domestic travel globally, measured in RPK's, according to IATA).

Bookings for January-April 2017 up 8%

- Current air travel reservations for the first four months of 2017 indicate strong demand for international travel. As of 31 December 2016, international bookings in the reservation systems with scheduled departure dates from 1 January to 30 April 2017 were up 7% compared to the same four-month period in 2016.
- The Americas is the most dynamic source region with international bookings up 11%, followed by Europe (+8%).
- Demand is somewhat stronger for interregional travel (+8%), than for travel within the same region (+6%). Growth in reservations for intraregional travel is highest within Europe (+9%) and the Americas (+6%).
- Domestic bookings for this period are 10% higher than a year ago, above all driven by Asia and the Pacific (+25%).

Air passenger travel trends, Jan-Apr 2017 (expected departures) (% change over the same period of the previous year)



Source: ForwardKeys® for UNWTO

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Regional Trends

Europe

- European outbound air travel grew by 2% in 2016, with departures to other regions growing rather faster (+5%) than departures to destinations within the region itself (+1%).
- Interregional traffic from Europe saw the fastest growth to Asia and the Pacific (+8%) and to Africa and the Middle East (+6%), while traffic to the Americas was weaker (+2%).
- Bookings for international air travel from Europe in January-April 2017 are up 8% so far compared to the same period last year, with fastest growth for travel to destinations within the region (+9%). To other regions (+7%) growth is strongest to Africa & the Middle East (+13%).

Asia & the Pacific

- International departures from Asia and the Pacific grew by 4% in 2016, with travel to destinations within the region (+4%) growing faster than to interregional destinations (+2%). However, growth was strong for travel to Africa and the Middle East (+6%).
- Domestic air travel (mostly corresponding to China, India, Japan and Australia) grew by 11%, bringing total departure growth from Asia and the Pacific up to 5%.
- Current bookings for international air travel in the first four months of 2017 are up 4% compared to the same four months of 2016. Demand for interregional travel (+4%) is somewhat stronger than for intraregional travel (+3%). In particular reservations for travel to Europe show a strong plus (+12%) after a flat 2016.
- Reservations remain particularly strong for domestic air travel in Asia and the Pacific fuelled by India and China, increasing 25% in the first four months of 2017.

The Americas

- International air travel from the Americas was up 6% in 2016, boosted by the US market and the strong US dollar.
- Travel within the region and travel to other regions was equally strong, with Asia and the Pacific and Africa and the Middle East the preferred destination regions (both +8%).
- Demand has accelerated throughout 2016 and remains particularly strong for January to April 2017. International reservations for the first months of 2017 are up 11% compared to the same period last year, with intraregional bookings up 6% and those for interregional air travel up 16%. Bookings from the Americas are remarkably strong for destinations in Europe (+20%) and Africa and the Middle East (+19%).
- Domestic reservations (mostly corresponding to the US and Brazil) are 7% higher.

Africa & Middle East

- International travel from Africa and the Middle East showed a rebound this year with departures increasing by 5%. Intraregional travel grew by 7%, while travel to other regions was up 4% with strongest growth in travel to Asia and the Pacific (+7%).
- Bookings for international air travel from Africa and the Middle East for January-April 2017 are 1% lower so far, with Europe (+2%) the most resilient destination.

Air transport booking data

The information on air travel trends contained in this section has been kindly provided by Forward Data SL leveraging exclusively on the ForwardKeys® database.

ForwardKeys® is a business intelligence tool designed to help decision-makers in hotel chains, Destination Management Organizations and other industry professionals. The ForwardKeys.com database is fed daily with Air reservation information (GDS) processed by 200,000 online and off-line Travel agencies worldwide, for a total of approximately 14 million daily transactions. The database does not include some direct bookings with airlines (such as Low Cost Carriers) or charter flights.

Methodological note

Figures are based on full journey from the original city of departure to final destination (not intermediate stops or connections). Transit passengers, those returning to their point of departure have been excluded from this analysis.

Figures have been normalised in order to isolate GDS-perimeter changes; periodic revisions of past figures will be carried in order to guarantee stability of the GDS perimeter.

Actual Departures: Air reservations from all source markets to all destinations with effective travel date prior to 31 December 2016.

Expected Departures: Accumulated reservations until 31st December 2016 with travelling date between 1 January and 30 April 2017.

For further details see: www.forwardkeys.com/revenue-management/article/MethodologyJan2017.html

For more information on ForwardKeys® please visit: www.forwardkeys.com

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Air passenger travel trends, region of destination by region of origin (% change over the same period of the previous year)

		2015	2016				2017
			Actual departures				Expected departures
		Jan-Dec	Jan-Dec	Jan-Apr	May-Aug	Sep-Dec	Jan-Apr
	Total	**4.7**	**3.7**	**4.1**	**3.1**	**4.0**	**7.6**
	to: Domestic (same country)	**6.5**	**3.2**	**3.7**	**2.8**	**3.3**	**10.3**
	International	**3.7**	**3.9**	**4.3**	**3.2**	**4.4**	**6.7**
	Within same region	4.1	3.6	4.0	2.9	4.0	5.5
	Other regions	3.2	4.3	4.6	3.6	4.9	8.1
	Africa & Middle East	0.8	6.8	5.3	7.7	7.2	5.8
	Europe	4.0	1.3	1.9	-0.4	3.1	11.8
	Asia and the Pacific	5.2	5.8	6.0	6.3	5.1	5.6
	Americas	3.1	3.6	4.2	3.1	3.7	4.2
from:	**Africa & Middle East**	**0.9**	**4.4**	**3.6**	**5.2**	**4.3**	**-0.9**
	to: Domestic (same country)	**-0.9**	**-0.4**	**-0.1**	**-2.3**	**1.1**	**2.9**
	International	**1.2**	**5.3**	**4.3**	**6.5**	**4.9**	**-1.4**
	Within same region	-1.8	7.2	4.6	9.4	7.4	-5.0
	Other regions	3.4	4.1	4.1	4.7	3.3	0.9
	Europe	4.5	0.5	2.1	-1.2	1.3	2.2
	Asia and the Pacific	3.6	7.3	5.7	10.7	5.3	1.0
	Americas	-2.8	-1.8	-0.4	-2.7	-1.9	-4.9
from:	**Europe**	**2.5**	**1.9**	**2.9**	**0.3**	**3.0**	**7.7**
	to: Domestic (same country)	**1.2**	**-1.0**	**1.4**	**-3.4**	**-0.6**	**8.4**
	International	**2.9**	**2.7**	**3.2**	**1.2**	**3.9**	**7.6**
	Within same region	3.9	1.1	1.4	-0.8	3.1	9.4
	Other regions	1.5	4.9	5.5	4.3	4.9	6.5
	Africa & Middle East	0.7	6.0	6.1	4.7	7.2	12.6
	Asia and the Pacific	3.0	7.6	7.8	8.3	6.8	7.3
	Americas	0.7	1.6	2.4	1.2	1.3	1.6
from:	**Asia and the Pacific**	**7.6**	**5.4**	**6.2**	**5.4**	**4.8**	**7.5**
	to: Domestic (same country)	**13.9**	**10.9**	**10.8**	**13.0**	**9.0**	**24.9**
	International	**5.7**	**3.6**	**4.6**	**3.0**	**3.3**	**3.6**
	Within same region	6.0	4.3	5.3	4.4	3.2	3.4
	Other regions	5.3	2.4	3.3	1.0	3.4	4.0
	Africa & Middle East	3.7	6.4	4.7	8.7	6.2	-2.3
	Europe	8.3	-0.4	2.7	-3.3	1.2	12.2
	Americas	3.7	1.0	1.6	-0.7	2.8	1.4
from:	**Americas**	**5.6**	**3.8**	**3.7**	**3.3**	**4.3**	**8.9**
	to: Domestic (same country)	**6.7**	**2.6**	**2.7**	**2.2**	**3.0**	**6.5**
	International	**3.9**	**5.5**	**5.4**	**5.0**	**6.3**	**10.9**
	Within same region	4.3	5.5	5.6	5.5	5.4	6.4
	Other regions	3.5	5.6	5.1	4.5	7.3	16.4
	Africa & Middle East	3.1	8.3	7.6	7.9	9.6	18.6
	Europe	2.0	3.4	3.3	2.6	4.7	20.1
	Asia and the Pacific	6.1	8.4	6.5	8.0	10.6	12.3

Source: ForwardKeys® for UNWTO

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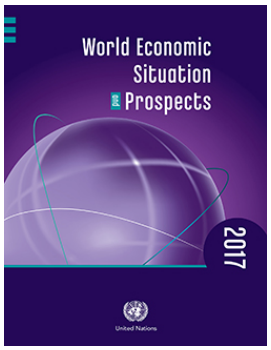
The economic environment

World Economic Situation and Prospects 2017

Modest global economic recovery expected in 2017, but return to robust and sustained growth still unclear

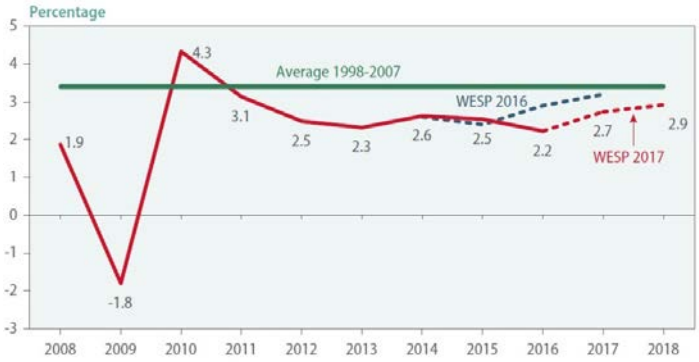


The world economy has not yet emerged from the period of slow growth, characterised by weak investment, dwindling trade and flagging productivity growth, though a modest recovery is projected for 2017-18, according to the *World Economic Situation and Prospects 2017* (WESP) prepared by the United Nations Department of Economic and Social Affairs (UN/DESA). Global economic growth is forecast at 2.7% in 2017 and 2.9% in 2018, up from 2.2% in 2016.

Growth gradually to pick up in 2017 and 2018 after slow 2016

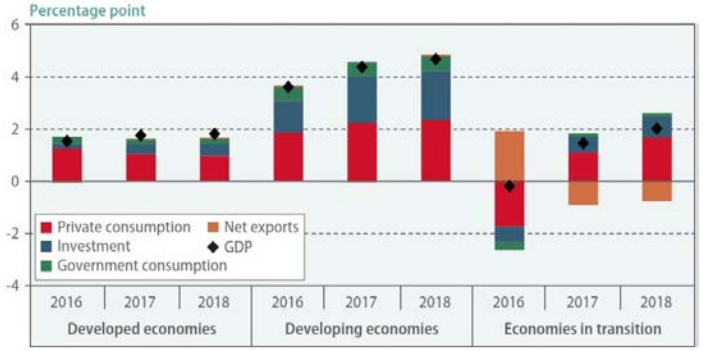
- The global economy is estimated to have expanded by 2.2% in 2016, down from 2.5% in 2015, the slowest rate since the Great Recession of 2009. This reflects a slowdown of productivity growth in many parts of the world, weak investment and rising debt levels. Low commodity prices have exacerbated these trends in many commodity-exporting countries since mid-2014, while conflict and geopolitical tensions continue to weigh on economic prospects in several regions.
- In 2017 the world economy is forecast to expand by 2.7% and by 2.9% in 2018, more a reflection of stabilisation in the aftermath of negative short-term shocks than a signal of a dynamic revival of global demand. As commodity prices rebound, commodity-exporting economies are likely to see some recovery in growth. (Note that global growth reported by UN/DESA is a weighted average of individual country GDP growth rates based on market exchange rates, not on purchasing power parity or PPP, as calculated by IMF. See methodological box at the end of this section. With PPP-based weights global growth is 2.9% for 2016, 3.5% for 2017 and 3.7% for 2018.)
- Developed economies are projected to grow 1.7% in 2017, after 1.5% in 2016, mostly fuelled by private consumption. The slight improvement is primarily the result of the end of the destocking cycle in the United States and additional policy support in Japan, including an expansion of government spending.
- GDP growth in the United States is forecast at 1.9% in 2017, up from an estimated 1.5% in 2016. There is lack of clarity over changes by the new Administration to crucial policies in international trade, immigration, and climate change. In Japan the projection points to 0.9% for 2017, up from 0.5% in 2016.
- The European Union is forecast to grow 1.8% this year, the same as in 2016. Uncertainty related to the United Kingdom's intended leaving of the European Union (Brexit) has led to downward revisions of growth rates for the UK and several other countries in Europe.

Growth of world gross product, 2008–2018



Source: UN/DESA.
Note: Data for 2016 are estimated; data for 2017 and 2018 are forecast

Projected contributions to GDP growth, 2016–2018



Source: UN/DESA

Developing economies remain the drivers of global growth

- Developing countries (+4.4% in 2017) continue to be the main drivers of global growth, accounting for about 60% of the world's gross product growth in 2016-2018. East Asia and South Asia remain the world's most dynamic regions, benefiting from robust domestic demand and supportive macroeconomic policies.
- China's expansion is expected to remain stable (+6.5% in 2017), supported by the strong policy stance, but the rebalancing of the economy continues to weigh on global trade flows. India is expected to remain the fastest growing large developing economy (+7.7% in 2017), as the country benefits from strong private consumption and the introduction of domestic reforms. The downturn in Brazil may have turned a corner (+0.6% in 2017), following the sharp decline in output in 2015 and 2016.

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Growth of world output, 2014-2018

Annual percentage change	2014	2015	2016[a]	Forecast 2017[b]	2018[b]
World	**2.6**	**2.5**	**2.2**	**2.7**	**2.9**
Developed economies	**1.7**	**2.1**	**1.5**	**1.7**	**1.8**
United States of America	2.4	2.6	1.5	1.9	2.0
Japan	-0.1	0.6	0.5	0.9	0.9
European Union	1.5	2.2	1.8	1.8	1.8
EU-15	1.4	2.0	1.7	1.6	1.7
EU-13 (joined since 2004)	2.8	3.6	3.0	3.2	3.3
Euro area	1.1	1.9	1.6	1.7	1.7
Other developed countries	2.5	1.6	1.7	2.0	2.2
Economies in transition	**0.9**	**-2.8**	**-0.2**	**1.4**	**2.0**
South-Eastern Europe	0.2	2.0	2.6	3.1	3.3
Commonwealth of Indep. States & Georgia	1.0	-3.0	-0.3	1.4	2.0
Russian Federation	0.7	-3.7	-0.8	1.0	1.5
Developing economies	**4.3**	**3.8**	**3.6**	**4.4**	**4.7**
Africa	3.8	3.1	1.7	3.2	3.8
North Africa	1.8	3.2	2.6	3.5	3.6
East Africa	7.0	6.6	5.5	6.0	6.3
Central Africa	5.4	1.5	2.4	3.4	4.2
West Africa	6.1	3.2	0.1	3.1	4.1
Southern Africa	2.7	1.9	1.0	1.8	2.6
East and South Asia	6.1	5.7	5.7	5.9	5.9
East Asia	6.1	5.7	5.5	5.6	5.6
China	7.3	6.9	6.6	6.5	6.5
South Asia	6.2	6.0	6.7	6.9	6.9
India	7.3	7.3	7.6	7.7	7.6
Western Asia	2.6	2.7	2.1	2.5	3.0
Latin America and the Caribbean	0.7	-0.6	-1.0	1.3	2.1
South America	0.1	-1.9	-2.3	0.9	2.0
Brazil	0.1	-3.9	-3.2	0.6	1.6
Mexico and Central America	2.5	2.7	2.3	2.3	2.2
Caribbean	3.1	4.0	2.7	2.7	2.8
Least developed countries	5.7	3.7	4.5	5.2	5.5
Memorandum items					
World trade[c]	3.8	2.6	1.2	2.7	3.3
World output growth with PPP-based weights[d]	3.3	3.1	2.9	3.5	3.7

Source: UN/DESA advance release of Chapter 1 of the United Nations World Economic Situation and Prospects 2016 (WESP)

a Estimated ; b Forecast, based in part on Project LINK

c Includes goods and services ; d Based on 2012 benchmark

Aggregated growth of Gross Domestic Product (GDP) for the world and for groups as reported by the UN/DESA is calculated as a weighted average of individual country GDP growth rates.

- The CIS region suffered a collapse in domestic demand in 2016, while net trade made a positive contribution to GDP growth, reflecting lower imports as a result of steep exchange rate realignments in several countries. The economy of the Russian Federation is expected to return to positive growth (+1.0%) in 2017 for the first time since 2014, after absorbing the sharp terms-of-trade shock suffered in 2014-2015.
- In the least developed countries (LDCs) growth is projected at 5.2% in 2017, well below the Sustainable Development Goals (SDGs) target of at least 7%. This represents a key issue to address if the SDGs overall are to be attained.

Prospects subject to significant downside risks

- Global economic prospects remain subject to significant downside risks, including the path and impact of monetary policy in major developed economies. The effects of introducing untested monetary policy instruments, such as the negative interest rate policies in Japan and Europe, remains unclear. This could lead to a deterioration of bank balance sheets and a tightening of credit conditions.
- In the United States monetary policy also remains unclear, with interest rate differentials relative to other developed economies expected to widen, potentially triggering financial volatility, capital outflows from developing economies and abrupt adjustments in exchange rates.
- Finally, risks facing developing countries include vulnerabilities associated with high levels of debt and rising default rates in a number of countries, with the potential to push up borrowing costs. Such risks are exacerbated by the volatility of international capital flows.
- All of these uncertainties have the potential to undermine any projected recovery in business investment, impede international trade growth and prolong the self-propagating cycle of weak global growth.

Inflation to remain contained in most countries

- In 2016, average global inflation edged up slightly to an estimated rate of 2.4% from 2.1% in 2015, which was the lowest level since the global financial crisis.
- In developed economies inflation remained below 1%, reflecting the impact of the drop in global energy prices, persistently weak wage growth and the generally high level of economic slack.
- In the EU and Japan inflation dipped back into deflation in the first half of 2016. The low level of inflation is broad-based across developed economies, and also prevalent in many developing countries in Asia.
- Oil prices will have an upward impact on inflation in most countries in early 2017, though the spike in inflation driven by oil prices is likely to be short-lived, and the impact on headline inflation and wages is likely to remain contained in most countries.

Unemployment still a challenge in some parts of the world

- The protracted period of weak global growth has also impacted employment, wages and household welfare,

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leading to a slowdown in household consumption growth.

- According to estimates by the International Labour Organization (ILO), there are over 27 million more unemployed people today than before the financial crisis, an increase of about 0.5% of the working age population.
- While unemployment rates have receded towards or below pre-crisis levels in some large developed countries including Germany, Japan, the United Kingdom and the United States, other members of the EU continue to struggle with high rates. Unemployment is also rising in parts of South America, but generally low in East Asia.

WESP is produced at the beginning of each year by the United Nations Department of Economic and Social Affairs (UN/DESA), the UN Conference on Trade and Development (UNCTAD) and the five UN regional commissions. The World Tourism Organization (UNWTO) also contributed to the report.

WESP 2017 (including a box on Trends in international tourism prepared by UNWTO in Chapter 2 on International trade) is available at: http://bit.ly/WESP or: www.un.org/en/development/desa/policy/wesp.

GDP growth measurement, methodological note

World aggregated growth of Gross Domestic Product (GDP) as reported by the UN/DESA is calculated as a weighted average of individual country GDP growth rates. World total and country groups are calculated as a weighted average of individual country growth rates of gross domestic product (GDP), where weights are based on GDP in 2010 prices and exchange rates.

IMF estimates growth rates on the basis of GDP in purchasing power parity (PPP). This is done because the purchasing power of a US dollar varies from one economy to another. As a US dollar usually buys rather more goods and services in emerging economies, their GDP is more strongly weighted in the aggregate, in general resulting in a higher overall growth rate as emerging economies tend to grow faster. For instance, at market value the weight of the United States is 25% and of China 15% in 2015, while at PPP their weights are respectively 16% and 18%.

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World Tourism Organization Publications

UNWTO

UNWTO World Tourism Barometer

The *UNWTO World Tourism Barometer* and accompanying Statistical Annex aim to provide tourism stakeholders with up-to-date statistics and analysis in a timely fashion. The information is updated six times a year and covers short-term tourism trends, including a retrospective and prospective assessment of current tourism performance by the UNWTO Panel of Tourism Experts.

Available in English, with the Statistical Annex also available in French, Spanish and Russian.

Tourism in the Mediterranean, 2015 edition

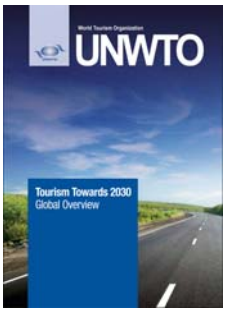
The new *UNWTO Tourism Trends Snapshot* series provides a closer look at selected tourism topics. The first issue *Tourism in the Mediterranean, 2015 edition* provides insight into the general trends in terms of arrivals and receipts in the Mediterranean region, the performance of the individual destinations, the long-term trends up to 2030 as well as the opportunities and challenges.

Available in English.

Tourism Towards 2030

UNWTO Tourism Towards 2030 is UNWTO's long-term outlook and assessment of future tourism trends. Key outputs of the study are quantitative projections for international tourism flows up to 2030, based on data series of international tourist arrivals by subregion of destination, region of origin and mode of transport.

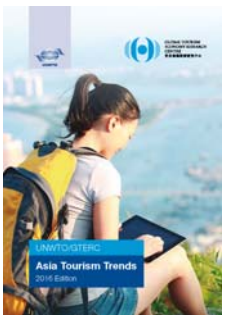
Available in English.



UNWTO/GTERC Asia Tourism Trends

The annual *Asia Tourism Trends* series includes an analysis of recent tourism trends in Asia, with emphasis on international tourist arrivals and receipts as well as outbound tourism and expenditure. Furthermore, this report also highlights other relevant topics relating to tourism development in Asia and the Pacific.

Available in English.



Compendium of Tourism Statistics, 2016 Edition. Data 2010–2014

The *Compendium* provides statistical data and indicators on inbound, outbound and domestic tourism, as well as on tourism industries, employment and relevant macroeconomic indicators. The 2016 edition presents data for 200 countries, with methodological notes in English, French and Spanish.

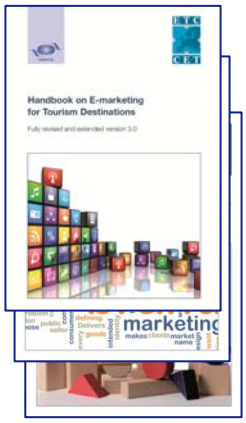
Yearbook of Tourism Statistics, 2016 Edition. Data 2010–2014

The *Yearbook of Tourism Statistics* focuses on data relating to inbound tourism (arrivals and nights), broken down by country of origin. The 2016 edition presents data for 196 countries, with methodological notes in English, French and Spanish.

Marketing Handbooks:

E-Marketing for Tourism Destinations
Tourism Product Development
Tourism Destination Branding

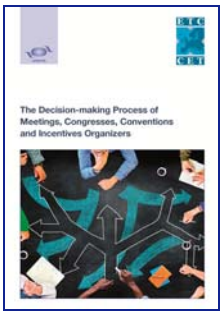
This series of Marketing Handbooks developed by UNWTO and the European Travel Commission (ETC) addresses key components of the marketing and promotion of tourism destinations. The handbooks provide a comprehensive overview of current strategies and best practices with regard to, among others, product development, destination branding and e-marketing, complemented with case studies and best practice recommendations.



The Decision-making Process of Meetings, Congresses, Conventions and Incentives Organizers

This ETC/UNWTO study aims at providing a better understanding of the Meetings Industry and the way in which meeting and events organizers make decisions. The study offers a wide-ranging overview of the MCCI segments, as well as a comprehensive analysis of planners' needs and expectations with respect to destination and venue choice, complemented with best-practice examples.

Available in English



Outbound Travel Market studies:

Key Outbound Tourism Markets in South-East Asia
The Indian Outbound Travel Market
The Russian Outbound Travel Market
The Middle East Outbound Travel Market
The Chinese Outbound Travel Market

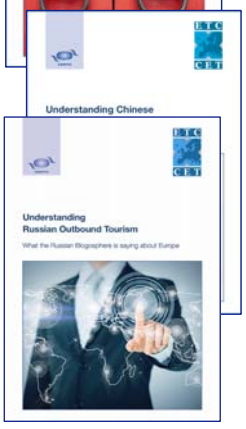
The *Outbound Travel Market* series series offers a unique insight into fast-growing source markets around the world. UNWTO and ETC have analysed the key outbound markets of China, Brazil, the Russian Federation, India and the Middle East. Jointly with Tourism Australia, UNWTO has covered the key South-East Asian markets of Indonesia, Malaysia, Singapore, Thailand and Vietnam.

Available in English.

Understanding Russian Outbound Tourism
Understanding Brazilian Outbound Tourism
Understanding Chinese Outbound Tourism

The innovative UNWTO/ETC *Understanding Outbound Tourism Netnographic* series explores the behaviour and mind-set of outbound travellers based on internet and social media activity.

Available in English.



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